NEWS 11.1.77

Beverly Hospital shares in $1.2M estate

SALEM — E. Mabel Curtis of 8 Dartmouth St., Beverly, left more than $1.2 million when she died Feb. 15, Beverly Hospital is a principal beneficiary of the estate.

Her will was allowed at Probate Court by Judge Henry R. Mayo Jr.

Realty valued at about $65,000 was bequeathed to a friend, Ruth Hulett, who was also given tangible personal property, jewlery, furniture and a car.

A total of $50,000 in gifts were made to friends and cousins.

The residue was divided into shares. Beverly Hospital will receive a one-sixth share.

Anothe one-sixth share will be divided among a number of local and area organizations and institutions. Essex Lodge, AF & AM of Salem was left $4,000, and Boy Scout Troop 4 of North Beverly was given $2,000.

The rest of that one-sixth share is to be shared by the Beverly School for the Deaf, North Shore Children's Hospital in Salem, Beverly Regional YMCA, Salem YMCA, Animal Rescue League in Boston, Second Congregational Church in North Beverly and the Massachusetts Audubon Society in Lincoln.

Gifts of $5,000 each were made to Helen Piggott, Winnifred T. Hickman and Ardra M. Taylor, all of Beverly, and to E. Jean Harvey of Boston, Ethel P. Ober of Arlington, Marion Ricker of Lisbon, Me. and Eleanor D. Copley of Natick.

Gifts of $3,000 each were made to Dorothy Roche of Salem, Mary W. Godfrey of Danvers, Margaret Lane of Boston and Isabel Anderson of Monrovia, Cal.

The two-thirds part of the residue was divided into eight shares.

Ruth Hulett receives one share. Edith M. Crocker of Marblehead, a cousin, and Ray W. Crocker of Marblehead, a second cousin, were each left shares. The other shares were given to other cousins and friends who live outside Massachusetts.

NEWS 11.1.77

Dr. Risley elected to surgery society

BEVERLY — Dr. Thomas S. Risley has been elected to membership in the New England Society for Vascular Surgery. A Beverly resident, he is a visiting surgeon on Beverly Hospital's active medical staff.

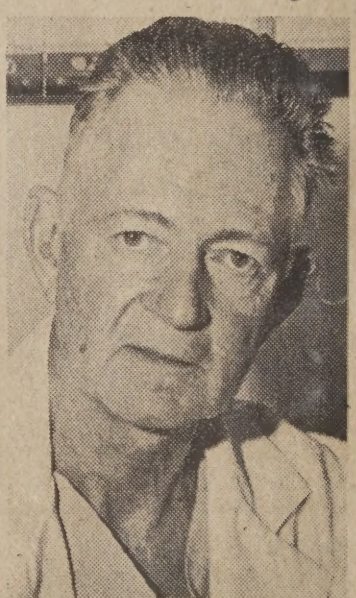
An announcement by public relations personnel at the hospital notes that membership in the society is limited to surgeons who are in good standing in their medical society and who are certified by the American Board of Surgery.

Dr. Risley was elected to active membership in the society. To be eligible for the membership, he had to achieve distinction in the peripheral vascular field by meritorious contributions to the knowledge of vascular diseases or their treatment.

He is a graduate of Harvard Medical School and completed his internship at Massachusetts General Hospital, where he was an assistant resident in surgery.

Dr. Risley is a fellow of the American College of Surgeons a former teaching fellow at Harvard and holds membership in the American Medical Association, the Massachusetts Medical Society, and American College of Surgeons.

He is a former director of the outpatient department and emergency service at Beverly Hospital. He was chief surgeon at the hospital from 1970-1976.



DR. THOMAS S. RISLEY



Opening today

A longtime volunteer at Beverly Hospital, Mrs. Gerda Berry, displays an unusual quilt which will be raffled during the hospital aid association's annual Christmas boutique, today and tomorrow. The boutique, featuring merchandise from stores all over the North Shore, will be from 10 a.m. to 4:30 p.m. both days at the Essex County Club, School Street, Manchester. (Ed Wolkin photo)

News 11.2.77

Johnson Day Lectures planned Nov. 9

BEVERLY — Physicians from across the state are expected to be on hand for the 28th annual Peer B. Johnson Day Lectures to be held in Beverly Hospital on Wednesday, Nov. 9.

This year's program is entitled, "Management of the Medically of Surgically Ill Patient with Chronic Obstructive Lung Disease. It is being sponsored by Beverly Hospital, the American Lung Association of Essex County and the Massachusetts Thoracic Society. It will be attended by physicians and paramedical personnel involve with the diagnosis and treatment of respiratory disorders.

Moderators for the program are Dr. Milton L. Payne, director of the pulmonary function laboratory and Dr. Frederick D. Kuemmerle, visiting anesthestiologist and medical director of respiatory therapy at Beverly Hospital.

A statement by personnel at Beverly Hospital said that lecturers include several noted physicians, who have distinguished themselves in the field.

The lecture is named in honor of the late Dr. Peer P. Johnson, in recognition of his outstanding contributions in the field of surgery. The program is a major component of consulting medical education at Beverly Hospital.

TIMES 11.3.77

Hospital beneficiary of major legacy

SALEM - E Mabel Curtis, 8 Dartmouth St., Beverly left more than $1.2 million when she died last Feb. 15. Beverly Hospital is a principal beneficiary of the estate.

Her will was allowed at Probate Court by Judge Henry R. Mayo, Jr.

Realty valued at about $65,000 was bequeathed to a friend, Ruth Hulett. She was also given tangible personal property, jewelry, furniture and a car.

A total of $50,000 in gifts were made to friends and to cousins of the testatrix.

The residue was divided into shares, of which Beverly Hospital is to receive one-sixth. From a one-sixth share, Essex Lodge, A.F. & A.M. in Salem was left $4000. Troop No. 4 Boy Scouts of American in North Beverly was given $200.

The rest of that one-sixth sh to be shared by The Beverly S for the Deaf, North Shore hil Hospital in Salem, Beverly Y.M Salem Y.M.C.A., Animal R League in Boston, Second Con tional Church in North Beverl the Massachusetts Audubon S in Lincoln.

Ruth Hulett of Barre, Vt. was $10,000.

Gifts of $5000 each were ma her friends Helen Piggott, Wini T. Hickman and Ardra M. Tayl of Beverly, and to E. Jean Har Boston, Ethel P. Ober of Arli and Marion Ricker of Lisbon and Eleanor D. Copley of Natick

Gifts of $3000 each were ma her friends, Dorothy Roche of S Mary W. Godfrey of Danvers, garet Lane of Boston and Isab derson of Monrovia, Calif.

11.4.77

Unique boutique helps hospital

By ANNA KASABIAN
Times Feature Editor

BEVERLY — If you shiver at the thought of fighting crowds shopping for Christmas presents and have nightmares about what to buy for whom, fear not.

The Beverly Hospital Aid Assn. annual Christmas boutique is the answer. This year it's being held on the sprawling grounds of the Essex County Club in Manchester where visitors can roam through a spacious, elegant mansion for gifts.

Unfortunately it is only a two day event with today being the final day. However, you still may have time to get there, it closes at 4:30 p.m.

Specialty shops throughout the North Shore are selling merchandise and a percentage of the sales will go to the Beverly Hospital to purchase equipment for a new lecture hall. The entire event has been organized by local women who have volunteered their time for months.

All of the gifts are unique and will be sure to satisfy the fussiest shopper. There are handmade key chains made with unusual material and patterns, permanent greeting cards made of cloth which can become wall hangings, kits to make pillows out of brightly colored material and handmade knitware. There is a fine selection of costume jewelry, ribbon belts, ski wear, and stuffed animals.

For the gourmet cook there are brightly colored place mats, potholders, oven mittins and a huge selection of pots and kitch en gadgets.

If you have an unlimited budget there are some fur rugs for hanging, brass coat hangers, dishes, vases and knickknacks. And, there are several stone items ranging from pill boxes to cigaret holders.

There is also a section with backgammon games set on their own tables, backgammon game totes, and dice, as well as a selection of fine jewelry and clothing.

For those who like to snack while browsing, there is coffee and homemade baked goods on hand.

Mrs. Sheppard Brown of Manchester is general chairman with many assisting her including Mrs. Duane Carbone of Beverly, arts and crafts and Mrs. Paul Shuwall of Manchester, ways and means.

So, if you'd like the chance to change the ritual of hurried Christmas shopping, visit this unique boutique. The club is off of Rte. 128, the School Street exit. Take a right and look for the red sign.

Nov. 5 - Salem 11.3.77

Dr. Alexander MacDonald on Salem Hospital staff

SALEM — Alexander Sterling MacDonald Jr., M.D., has been appointed to the medical staff of Salem Hospital according to Michael J. Geaney Jr., general director.

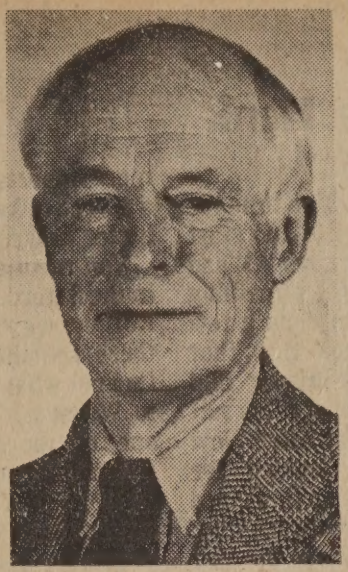
Geaney said Dr. MacDonald has been appointed with privileges as a pediatric affiliate. Dr. MacDonald's practice is located at the Parkhurst Medical Building in Beverly.

Born in Winchester, Dr. MacDonald received his Bachelor of Arts degree from Harvard University and graduated in 1941 from Cornell University with his Doctor of Medicine.

Dr. MacDonald is Chief of Pediatrics and Senior Attending Pediatrician at Beverly Hospital. He is Senior Attending Pediatrician and a member of the Medical Executive Committee at North Shore Children's Hospital.

He is certified by the American Board of Pediatrics and is a member of the American Academy of Pediatrics, the New England Pediatric Society and the Essex South County Medical Society.

Married to the former Mary Wright, Dr. and Mrs. MacDonald have four children and reside in Beverly.



DR. ALEXANDER MacDONALD JR.

Dr. MacDonald served as Commander - M.C.R. (retired) Flight Surgeon, on active duty in the United States Navy Medical Corps from 1942-1946.

TIMES 11.7.77



James Kellogg of Prides Crossing was one of the many hundreds of persons to visit the annual Christmas Boutigue sponsored by the Beverly Hospital Aid Association at Essex County Club, Manchester last week. Mrs. Richard Southwick, association president, shows off one of the many wares for sale during the two day event. Proceeds went to help equip a lecture lab at the hospital. (Turcotte photo)

Conference at hospital

TIMES 11.9.77

BEVERLY—Physicians throughout the state are expected to attend the 28th annual Peer P. Johnson Day lectures at Beverly Hospital today.

This year's program is entitled "Management of the Medically or Surgically Ill Patient with Chronic Obstructive Lung Disease." It is being co-sponsored by the hospital, the American Lung Association of Essex County and the Massachusetts Thoracic Society. It will be attended by physicians and paramedical personnel involved with the diagnosis and treatment of respiratory disorders.

Moderators for the program are Dr. Milton L. Payne, director of the pulmonary function laboratory, and Dr. Frederick D. Kuemmerle, visiting anesthesiologist and medical director of respiratory therapy, both at Beverly Hospital. Dr. Pierre E. Biron, orthopedic surgeon and the Hospital's Director of Medical Education, will welcome the guests.

The faculty of the day-long lecture includes several noted physicians who have been distinguished for their efforts in this field.

Dr. Lynne M. Reid, Pathologist in Chief at Children's Hospital Medical Center, Boston, will begin the program, speaking on the classification and pathology of chronic obstructive pulmonary disease (COPD). Dr. Reid, who is also S. Burt Wolbach, Professor of Pathology, Harvard Medical School, is particularly noted for her accomplishments in clarifying and defining the terminology and understanding of obstructive lung idsease.

Dr. Jerome S. Brody will discuss diagnostic approaches to COPD. Dr. Brody is Chief of Pulmonary Section, Boston City Hospita and Associat Professor, B. U. School of Medicine.

Speaking on Interpretation of arterial blood gases will be Dr. Gordon L. Sider, Chief of Pulmonary Disease Section, V.A. Hospital, Boston. He is also Professor of Medicine and Head of the Pulmonary Section, B. U. School of Medicine. Dr. Snider is active in the educational programs of the American College of Chest Physicians and is nationally known for his teaching efforts.

Following luncheon, Dr. John Hedley - Whyte will discuss pre - and post-operative considerations. Dr. Hedley-Whyte is Anesthetitst in Chief at Beth Israel Hospital, Boston and David S. Sheridan Professor of Anesthesia and Respiratory Ther Therapy, Harvard Medical School.

Dr. James M. Klick, Assistant Director of Surgical Intensive Care Unit, Beth Israel Hospital, will talk on respiratory failure: recognition and treatment.

The final speaker for the program is Dr. Jacob R. Karas, Associate Director, Dept. of Respiratory Care, Lynn Hospital. Dr. Karas will discuss post-discharge considerations and home care.

The annual lecture is named in honor of the late Dr. Peer P. Johnson inj recognition of his outstanding contributions in the field of surgery. The program is a major component of continuing medical education at the Beverly Hospital.



NEWS 11.14.77

Honored for kidney dialysis efforts

Directors of the General Electric Co. Good Neighbor Fund, which financed the installation of a kidney dialysis unit at Beverly Hospital presented a certificate of appreciaion to Flavio J. Tosi, a retired GE official, who has given considerable time and effort to the project. Taking part in the presentation were from left, Neil R. Ayers, past president of the hospital trustees, Tosi and Josiah A. Spaulding, current trustee president.

Council relaxes drive to cut hospital

TIMES 11.16.77

PEABODY—The North Shore Health Planning Council, bowing to pressure from doctors and hospital administrators, has relaxed its campaign to reduce the number of hospital beds on the North Shore.

In a report approved Monday, the council reduced the number of beds it wants to eliminate, cut out the threat of sanctions against uncooperative hospitals, and dropped a recommendation that Beverly Hospital and Hunt Memorial Hospital in Danvers combine their maternity and pediatrics services.

The council's draft report, made public in July, provoked an outcry of protest from hospitals and doctors. The draft called for elimination of 600 beds by 1985—20 percent of the region's hospital beds. Hospital administrators said at a series of public hearings that these recommendations, if carried out, would result in poor care and a shortage of beds.

Monday's plan calls for the elimination of only 519 beds.

The council also dropped any mention of its principal tool of enforcement, the Certificate of Need. In its first plan, the council said it would deny these certificates, required before hospitals can begin major construction, to those which did not follow its recommendations. Compliance is no longer explicitly tied to certificate approval.

A third revision affects the private Beverly Hospital and the municipal Hunt Hospital in Danvers. The first plan called upon Hunt and Beverly Hospitals to combine maternity and pediatrics units. The revised plan mentions no hospitals be name.

Council president Paul Duff said the revisions are "a concession" to hospital administrators and doctors who objected to the first plan. But Duff maintained the new plan is also "an improvement" on the council's goal to reduce the cost of health care.

However, the North Shore Pediatric Society took sharp issue with the revised plan, which it said was ridden with errors. In a prepared statement, the society president, Dr. Walter L. Harrison, said the council had failed to take into account the seasonal nature of children's infections, which could lead to erroneous judgments based on hospital occupancy rates. Dr. Harrison said pediatrics beds should be cut by 10 percent rather than the 60 percent called for by the council report.

The council is empowered by the federal government to plan health care services for 27 North Shore communities from Medford to Ipswitch. After studying the area, council planners found that hospital care is wasteful and inefficient. Costs will drop, they say, when unneeded services are eliminated and others are provided elsewhere.

According to Duff, the first plan was only a draft, and criticisms and revisions were expected. The council also sat down privately with the North Shore Hospital Council to make sure their concerns were understood.

When the revised plan was presented this week, it was clear that hospital and council representatives had come closer together. The Hospital Council, however, presented four additional changes to the plan. They included:

—Defining a hospital service area to include any area from which a hospital draws patients. It is now definied by city and town boundries.

—Detting a range for bed cuts instead of one figure.

Obituaries

TIMES 11.16.77



Kathleen Stirling

Kathleen Stirling, hospital employe

BEVERLY—Kathleen B. (Kay) Stirling, 60, of Mae Bartley Apartments on Herrick Street, an administrative assistant at Beverly Hospital, died Monday.

Born in Arbroath, Scotland, she was the daughter of the late William and Elizabeth Stirling.

Miss Stirling was a graduate of Punchard High School in Andover and the Beverly Hospital School of Nursing in 1939. She was employed at Beverly Hospital for over 35 years and held several positions, assistant night supervisor, supervisor of Obstretics, assistant director of nurses, director of nursing service, director of emergency and clinic services, and in 1974 was appointed an administrative assistant.

In 1976, Miss Stirling was named Beverly Hospital "Employee of the Year," in recognition of her dedicated services. She was a member of the Beverly Hospital Aid, past president of the Beverly Hospital Quarter Century Club, Massachusetts Nurse's Association, Beverly Hospital Nurse's Alumni Association and the Dane St. Congregational Church.

Miss Stirling is survived by many cousins, including Mrs. Ann Driscoll of Andover, Mrs. Rolina Meek of Largo, Fla., Mrs. Ethel Farley of Dorchester, Mrs. Eliza Bateson of Hampton, N.H., Mrs. Helen Costello of Dunedin, Fla., Edmund Smith of Andover, David Doig of Andover, Alfred Doig of San Diego, Calif., and Donald Doig of Australia.

Funeral services will be held Thursday in the Dane Street Congregational Church, Beverly, at 2 p.m. Relatives and friends are invited to attend and may pay their respects at the Lee, Moody and Russell Funeral Home, 9 Dane St., today from 2 to 4 and 7 to 9 p.m.

In lieu of flowers, memorial contributions may be made to the Beverly Hospital Tribute Fund.

Burial will be in the Spring Grove Cemetery in Andover.

CANDY STRIPING:

A friendly voice, a helping hand

11.18.77

By DIANE BREDA
Times Staff Writer

BEVERLY—"I can't say enough for you people," says Mr. Brown, who is old and frail, and whose voice rasps. He reaches for my hand. Katherine and I wheel Mr. Brown in a wheelchair down the winding corridor to the main entrance of the hospital. We help him into the car waiting for him outside. "Thank you again girls," he says from the front seat.

I feel bad to see Mr. Brown go. I don't even know him. Katherine transported him a few times while he stayed at the hospital, she says. "He's a nice man," she confides.

Mr. Brown is one of the many patients at Beverly Hospital Katherine and I shared smiles with that day. With Katherine as my instructor, I wiggled into a pink and white striped uniform and turned candy striper for the day. The 85 or so volunteer candy stripers, under the direction of Betsy Wood, assistant director of administrative services, are without a doubt, a sweet crew.

As bubbling Rosie of the transport department put it, "Candy striping is a great opportunity for these kids. Years ago, the kids would come into the hospital to work and after they've finished all their schooling, they found they didn't like it. They couldn't stomach it."

Rosie works in the transport department, moving patients from one place to another. Katherine and I spent most of our day there. Rosie sits behind the desk humming a song. She keeps the spirits up in the small transport room telling a few jokes now and then. "Hello darlin'," she says with a wink to a passerby in the hall.

"Hi, how ya' doin'," says Katherine to an older woman paaing by in a wheelchair. The lady does not respond normally. She moves her lips. Katherine says, "No, I'm not going to bring you to physical theapy today."

The lady uses a voice box, Katherine says. "I told her I'd rather read her lips than have her use her voice box because I can't really understand her."

Waving goodbye to the lady, Katherine says, "Maybe I'll see you tomorrow." My instructor, a 16 year-old brunette from Beverly, spends four days a week candy striping at the hospital. She dropped out of high school for a year to take a nurse's aide night course offered at the high school. She says she will probably return to day school next year.

'She likes to talk a lot. She's old. I go in and write her letters because her hand is paralyzed. She likes my company.'
—Candy striper

From her three months as a candy striper, Katherine has earned her 100 hour pin. She says she is candy striping for the job experience. "After the last time I was in the hopital (in April) I decided I wanted to be a candy striper: I'm not really sure why."

We are told early in the day we should go up to Gail's room if we have time, to make her feel comfortable (all patient's names in this article are ficticious). Katherine and I were ready to sit and talk for a while. But, Gail, who would be in traction for three months, was expecting some crafts she could work on to pass the time.

So, we trotted to physical therapy and managed to find a few crafts we could demonstrate. We had to keep in mind that Gail had one arm in a cast. That ruled out any knitting or macrame work.

When a patient wants to learn to knit or needlpoint, the volunteer can't throw her knitting needle up in the air in perplexity. Rather, she should have some basic knowledge of the craft.

Katherine works one day a week with the physical therapists. "I usually clean up after the therapist and bring the patients to and from," she says.

A teen-aged boy in a cast up to his waist tries to walk a few feet with crutches, under the supervision of a therapist. In the adjacent room a therapist tries to get a patient to move her fingers.

Katherine remembers we are supposed to go to Nancy's room to do her nails. We check her room, but Nancy is sleeping. We'll return later. "She likes to talk a lot. She's old. I go in and write her letters because her hand is paralyzed. She likes my company," says Katherine.

I asked Katherine if her exposure to germs has given her many colds. She says she only missed one day of work "because I had a small cold and I wouldn't come to work if I had a cold. I could pass it to the patients."

We walk from the elevator on the second floor, down the long corridor, to the cafeteria. The yellow and orange walls bring soem warmth to the barren corridor. Tthe strong antiseptic odor I was expecting was not noticeable to me.

Finally, we take our allotted half and hour for lunch. Depending on the candy striper's schedule, volunteers are allowed two 15 minute breaks and a lunch break, says Katherine. Her day consists of a lot of running around and cleaning up. "But, I haven't lost any weight," she says, wrinkling up her nose. I'm sure I did that day.

Cable unruffled by bed cut plan

By PAT SEARS 11.20.77
Times Staff Writer



Ipswich

IPSWICH—The North Shore Health Planning recommendation that 519 beds be cut at area hospitals by 1985 will not affect Cable Hospital's future "in the least," according to Cable administrator J. Gerard Fournier.

However, Paul Duff, president of the North Shore Health Planning Council, isn't as sure Cable won't be a target of the bed reduction. "We didn't get specific on which hospitals to cut from. But there are a number of different places from which beds might come, including general surgical beds from Cable Memorial and the Mary Alley Hospital (in Marblehead)," Duff said. Beds could also be cut from the maternity or pediatric wards of Hunt Hospital in Danvers and Beverly Hospital, and North Shore Children's Hospital could lose some pediatric beds, according to Duff. Duff said the council made the recommendation for the bed cuts after considering the region's total population and total available services. But until the regional concepts are established, Duff said it is impossible to specify which hospitals will lose beds.

But last week's recommendations by the health council are still subject to change. They could be altered when the entire health care plan, including the part on acute care, is presented for a public hearing on Jan. 9.

If the council approves the plan after the hearing, it will be submitted to the Department of Health, Education and Welfare for adoption as the official health service plan for the North Shore.

One plus for Cable is the success of the hospital's mental health outpatient clinic. Duff said the mental health clinic has strengthened the hospital's position and makes it less likely for the council's proposed bed cuts to pose a danger to Cable's future.

Fournier agreed that the mental health clinic has helped.

"The goal is for areaization—people being treated at hospitals local to them. Ipswich is one of the centers prominently fingered for this. We need this type of service here," Fournier said.

The mental health clinic is staffed and managed by the Human Resources Institute of Brookline while Cable maintains control of all billing and charging procedures.

Since the mental health unit began operations in September, Fournier said the hospital has increased its case load by 100 per cent.

"We've had 300 visits in the three or four months its been operating and I see greater use of it in the future," he said.

Hospital medical staffers teach at 2 high schools

SALEM 11.25.77

BEVERLY — Several members of the medical staff at Beverly Hospital are participating in an anatomy and physiology class being conducted at Manchester High School.

Coordinated by Laurie Kling, a science teacher at Manchester High, the program provides first-hand knowledge of various medical specialties. It includes a lecture series by staff physicians and hospital personnel, who go to the high school for the lectures.

Speakers in the series are Dr. Mathew Heller on arthritis, fractures and bone diseases; Dr. John Adams on disorders of the nervous system; Dr. David Scott on eye diseases and visual disorders; Dr. Charles Herrick on the medical profession and career possibilities; Dr. Philip Herrick on heart disease; Dr. Donna Barnard on blood disease and Mrs. Barbara Bray, RN, on venereal disease.

Other lectures are being planned on diseases of the excretory system, laboratory testing and analysis, respiratory disorders, nutrition and allergies.

A hospital spokesman said that the lectures are intended to develop and expand the basic material which is presented to students.

The program is similar to a continuing series for Beverly High School's paramedical science classes. The Beverly program is aimed towards students interested in health careers and medical professions.

OBITUARIES

Charles Bucci, Beverly leader, Santa, enthusiast

By Richard Hudson
Special to the Globe

BEVERLY — The jovial grocer and band leader who played Santa Claus to two generations of North Shore children died yesterday morning of heart failure at Beverly Hospital.

For 29 years, Charles L. Bucci, 75, of Herrick street extension rode the main float as Santa Claus in the annual Christmas parade in Beverly. He delighted neighborhood children in their homes in his red-trimmed fur suit, and spent Christmas mornings visiting children in North Shore hospitals.

When not in his Santa suit, he served variously as a Beverly School committeeman, assessor, Redevelopment Authority member, Chamber of Commerce president, and the hammy leader of Bucci's Lousy Band, a group of amateur and professional musicians who played local clubs, political rallies and functions free of charge, dressed in zany butcher's garb, railway uniforms or sailor suits.

"Beverly and its people were Charlie's love. If the people were doing anything, Charlie would be there, throwing all his effort into it with a sense of humor and his own flair," said Massachusetts House Minority Leader Francis Hatch (R-Beverly), who had worked with Mr. Bucci in various political and community affairs.

Mr. Bucci, who suffered from angina, was stricken at home and taken to Beverly Hospital yesterday morning, according to his son, Charles. The day before his death, he had spent two hours greeting Beverly children as Santa Claus at the Beverly Chamber of Commerce office. A week earlier, he had ridden in the annual Beverly Santa Claus parade — bringing his heart medicine with him on the sleigh-float, his son said.

"With Charlie's death, it's almost a changing of the guard here," said Oscar Olsen, executive director of the Chamber of Commerce. "The kids who saw him ride as Santa Claus 30 years ago are now grown up, and their children were seeing him now."

With a naturally rotund belly, Mr. Bucci needed no pillows to fill his closet-full of Santa Claus suits, according to friends and relatives. His artificial beard, reportedly costing several hundred dollars, had been donated by a local barber, and his Santa Claus spectacles were ground by local opticians.

When heading out in his sleigh (a big black Cadillac) to play Santa Claus at hospitals, Italian-American socials, or church and community functions, he would frequently visit children at home. "Some mother might tell him she was having problems with a young son or daughter, and he'd show up some night in Santa Claus regalia and lecture them about eating their spinach," said his son.

Mr. Bucci was born in the Aquila province of Italy, and settled in Derry, Pa., with his family. After playing semi-professional football in Pennsylvania he moved to Beverly about 1930 with his bride, Aquilina Mastrorocco.

With the help of an uncle in Beverly, he opened Bucci's Market (now closed) on Rantoul street, in the Italian-American section of the city and shortly thereafter he opened a liquor store, Bucci's Package Store, still on Rte. 114 in Middleton. When his brothers, William of Danvers and the late Ray returned from World War II, he made them partners, his son said.

As soon as he entered business, Mr. Bucci became a "joiner," said Olsen. "He got on almost every board and club in town." He was a corporator of the Beverly Hospital, a former trustee of the Lynch Park Fund, and former president of the Italian Community Center and retail division of the Chamber of Commerce. Some of his other clubs were the Knights of Columbus and the Thirteen Black Cats, a neighborhood charitable organization.

He was a school committeeman shortly after the war, and was assessor through the 1960s, when Beverly underwent re-assessment. At the time of his death he was on the Beverly Redevelopment Authority. He was named Man of the Year in 1962 by the Beverly B'nai B'rith.

Aside from his Santa Claus suit, his other hallmark was his baritone horn, with which he led Bucci's Lousy Band. As head of the quasi-comedy ensemble, he played for President Eisenhower and for Adlai Stevenson in 1952, and ten years later beat the drum for George Lodge, Republican candidate for US Senate, at the 1962 state Republican convention.

Tomorrow night, Mr. Bucci was scheduled to present the annual Fred Bucci award to a Beverly High football lineman at a banquet in the Italian Community Center. The award is named for his son, an all-star Columbia University and US Marines football guard, who died in a car crash on Rte. 128 on July 4, 1958.

Besides his wife and son, Charles of Needham, Mr. Bucci leaves a daughter, Beatrice LeClair of Beverly; four brothers, Anthony and Paul of Beverly, Pat of Derry, Pa., and William Bucci of Danvers; four sisters, Christina DiOrio of Latrobe, Pa., Filomena and Victoria Bucci of Derry, Pa., and Clara Rocca of Beverly; 16 grandchildren and four great-grandchildren.

A funeral Mass will be said at 10 a.m. Wednesday at St. Mary Star of the Sea Church. Burial will be in

TIMES 12.5.77



CHARLIE BUCCI
...brought cheer to thousands

Beverly loses Charlie Bucci —dead at 75

BEVERLY—Charlie Bucci, who brought cheer to thousands of persons in Greater Beverly as Santa Claus, as the leader of Charlie Bucci's Lousy Band, and as just plain Charlie Bucci, died yesterday afternoon of an apparent heart attack. He was 75.

Mr. Bucci was stricken at his home, 4 Herrick St. extension.

He was a retired city assessor, former member of the Beverly School Committee, grocery store owner and bandleader. He was the perennial Santa Claus of Beverly for 30 years, appearing in the annual Christmas parade and at hospitals, schools, nursing homes, and special events.

Bucci page 11

Continued from page one

He was named Beverly's "Man of the Year" by B'Nai Brith in 1962.

Charles L. Bucci was born in Roccorasso, Province of Aquila, Italy, the eldest of 10 children. He came to this country with his family in 1906 when they settled on a farm in Derry, Pa., where Mr. Bucci's father was a foreman in a stone quarry.

Mr. Bucci quit the one-room school there after the 8th grade because he wanted to get a job and help his family. At the age of 16 he forged his parents' signatures on a job application and went to work filling lubricators on steam locomotives on the Pennsylvania Railroad.

Mr. Bucci came to Beverly in 1928 on honeymoon with the former Aquilina Mastrorocco. They liked the area and their friend Simone Acciavatti loaned them the money to buy a store and a house.

"Simone lent me $6,000 to start my store on Rantoul Street (where the Wine Cellar Restaurant is now)," Mr. Bucci said in an interview last year. "He just gave me the money with no interest to pay back and no signatures," he said. The same loan arrangement was made for the Bucci's first home on Dearborn Street.

He operated Bucci's Market until 1959 but it was during the Depression that the store left its mark on the city.

"I gave credit to any customer who really needed it," he said. "We lost close to $18,000 by giving credit during the Depression, but I'm not sorry." At the same time, Mr. Bucci was sending money back to Derry to put his brother Pat through Pennsylvania State University. "Pat became a teacher, a coach, a principal and the mayor of Derry," Mr. Bucci said, adding, "We're all very proud of him."

During World War II, Mr. Bucci was often seen working in the store until 2 or 3 in the morning dividing up the meat rations for his customers. He also made sure everyone got an equal share of scarce commodities such as sugar and tea. Mr. Bucci sold the store in 1959 but was still part-owner of Bucci's Package Store in Middleton with his brother William and sister-in-law Anna.

On Sept. 21 of that year Mr. Bucci was elected to the Beverly Board of Assessors, on which he served until his retirement Dec. 31, 1967. It was a turbulent time to be on the board, since 1967 was the year the city was revalued.

A baritone horn player, Mr. Bucci was the organizer and leader of Bucci's Lousy Band which has entertained at numerous functions along the North Shore. Thity years ago when the band started it wasn't very good, Mr. Bucci said, because he was the only member who knew anything about music.

"But today the boys are very clever and are all good musicians so we play whatever the crowd wants to hear," he said last year. The band, most often dressed in long, white butchers coats, was a familiar sight outside the Commodore Restaurant at Christmas with Mr. Bucci dressed as Santa Claus and the band members as elves.

As Santa Claus of Beverly, Mr. Bucci went just about anywhere he was asked. Two years ago, he was asked to play Santa 63 times in December. In addition to an annual ride in the Chamber of Commerce parade, he visited just about every hospital, school and nursing home in the area. He often visited with children who were sick at home. A large man, Mr. Bucci often joked that only natural padding went into the suit.

Mr. Bucci was a life-long football fan and his son Fred, who died in a 1958 automobile accident, is remembered as an outstanding player at Beverly High, Worcester Academy and Columbia University. One of the most coveted football awards at Beverly High is the Fred Bucci trophy, given annually by the 13 Black Cats, a charitable group of which Charlie Bucci was one of the founders. Mr. Bucci himself had been a semi-pro player with the McChesneytown Red Raiders back in Pennsylvania.

In June, family and friends gave Mr. Bucci a surprise part on his 75th birthday. About 150 persons turned out, and a 20-piece marching band from the Lynn American Legion Post, another band Mr. Bucci played in, marched in for a birthday serenade. Several hundred other persons sent birthday greetings by mail.

Mr. Bucci served on the Beverly School Committee from



Charlie Bucci in his annual r

1951 to 1955; he was a trustee of the Lynch Park Fund and had been serving as a member of the Beverly Redevelopment Authority.

He was a former president of the Retail Division of the Beverly Chamber of Commerce, the Italian Community Center and the Associated Grocers of the North Shore. He was a Fourth Degree Knight of Columbus and a member of Patria e Lavoro Society. Two other bands he played with are the Wakefield Retired Men's Band and the Rockport Marching Band.

He is survived by his wife; one son, Charles T. Bucci of Needham; a daughter, Mrs. Robert LeClair (Beatrice) of Beverly. Also surviving are four brothers, Anthony T. Bucci and Paul Bucci, both of Beverly; Pat Bucci of Derry, Pa., and William Bucci of Danvers; four sisters, Mrs. Christina DiOrio of



Flavio J. Tosi, at left, a retired General Electric official, was honored by the Beverly Hospital for his efforts on behalf of the North Shore Regional Kidney Dialysis unit. Amelio Cuzinelli, center, hospital trus-tee, and Charles Craven, president of the G. E. Good Neighbor Fund, add congratulations. The fund has financially supported the unit since the unit was founded.

TIMES 12.9.77

Hospital makes plans for patients, holiday

BEVERLY - The Beverly Hospital is busily preparing for the holiday season, with activities for patients and staff.

The festivities begin this year Sunday with a Christmas party for patients of the North Shore Regional Kidney Dialysis Unit. The party will be at Elk's Hall, Beverly, where patients and personnel from the unit will enjoy entertainment and refreshments. Santa Claus will also pay a visit.

Arrangements are being made through the Volunteer Office for various groups and organizations who wish to entertain patients during the Christmas season. Among these is a choral presentation by the St. Alphonsus Choir, Dec. 22 in the Hospital Lecture Hall.

Hospital grounds will be decorated through the joint efforts of the North Shore Garden Club and members of the hospital maintenance staff. The Garden Club provides garlands and wreaths made by members and places them at various entrances. Colorful lights are strung by the maintenance department on trees in the memorial garden and at the main entrance.

On Dec. 15, the Hospital Aid Association will sponsor its annual Christmas tea for employees and their children. Santa is again on hand to talk with the children, and holiday music is provided by organist Bob Littlefield. Refreshments, provided by the Food Service Department, are enjoyed throughout the afternoon.

Various departments will also participate in the annual Window Decorating Contest, a nine year old tradition at the hospital. The scenes, painted by employees on their own time, are judged for beauty, originality and difficulty of design. Judging will take place on Dec. 19, and winning departments in first, second and third place receive a holiday fruit basket.

Early on the morning of Dec. 25, members of Hospital Administration will make rounds to all nursing units, presenting gifts to each patient. At noon, a traditional holiday dinner is served which could rival Grandmother's best efforts.

The preparation of 500 pounds of turkey is only part of the job, for the Food Service staff must also prepare specialized therapeutic meals for those patients on restricted diets. Rather than simply substituting Jello for squash pie, changes are made in the ingredients used so that all patients may enjoy the traditional menu and still conform to doctor's orders.

While many patients are discharged and the census is usually at its lowest point of the year, there are still some who must remain hospitalized over the holiday. It is for these patients that a special effort is made at this special time of year.

TIMES 12.9.77

LEGAL NOTICE

"The Beverly Hospital in accordance with the provisions of the Massachusetts State Plan for implementation of the Hill Burton Community Services Requirements (42 USC Section 291 (3)) is in compliance with said regulations.

"The Beverly Hospital, within its Admission Statement gives assurance that the facility will be made available to all persons residing in the territorial area of the facility, and does not discriminate within the Admission Statement against Medicare and Medicaid recipients under a state and federal program. The Beverly Hospital makes available a detailed Admissions Statement which indicates the services available at the Admissions Office of said facility."
(12/9/77)

Yes, Virginia, there was a Santa

N.S. Sunday 12.11.77

His name was Charlie Bucci, and he lived i

By KEN ELLIOTT

When he laughed, it was a cross between Hugh Herbert and Ed Wynn, the "Fire Chief." Somehow, the holidays will never be quite the same on the North Shore, now that Charlie Bucci is no longer with us.

I don't think I'll ever forget the first encounter I had with Beverly's Charlie Bucci and his Lousy Band. Charlie, along with his band, were mounted on the back of a truck following an antique car parade. He was in his butcher's coat, directing the band with a billy club; the band was basically ignoring their "leader's" direction, and going their own separate ways, and in general having a ball. This kind of zaniness was part of Charlie's personality. That, coupled with one of the most humanitarian spirits I've ever encountered, explains only in a small part the loss the North Shore experienced last week.

Mike Frangos at the Commodore Restaurant was getting ready for his Annual Christmas party, which would have been held this coming Saturday, December 18. That's the annual affair where Charlie Bucci's Lousy Band becomes Charlie Bucci's Reindeer Band. The band strolls through the various rooms at the Commodore, playing, singing, and, as Santa Claus, entertains and generally enthralls kids and those of us who, sometimes, still feel like kids. Mike won't be having his annual affair for the first time in fifteen years.

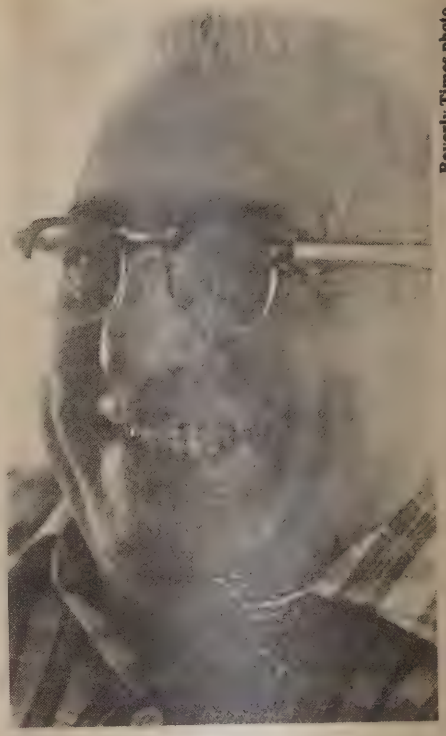
"It's out of respect to Charlie," he says. "I just wouldn't feel right. You know, Charlie was the most loving man to play Santa Claus."

Yes, things will be just a bit quieter on the North Shore this year for the holidays. Many old cronies, like Amelio Cucinelli down at Cooch's Barber Shop on Cabot street, will feel the loss. And for the 'boys in the lousy band,' guys like Bob Lund and Horace McKenny, long time friends of Charlie, it won't be the same.

Jim Tomney, head of Public Relations at Beverly Hospital tells of the many Christmas mornings where Charlie along with Jim, Neil R. Ayer of Wenham, and Craig Slater would tour the hospital, visiting and talking with every patient, every employee. And those kids, how Charlie loved those kids. They were his special delight. Jim says "Charlie really fulfilled the quote from the Bible 'suffer the little children to come unto Me'."

Much has been written over the past week about Charlie, but I thought I'd like to add my own personal eulogy, because anyone who came in touch with Charlie could not help but being affected by their meeting. We'll miss Charlie Bucci, and his Lousy Band, too. Maybe it would be nice as we celebrate our holidays, no matter what our faith, to keep just one little corner aside for a few thoughts about Charlie Bucci, the gentle man who was born in Italy, immigrated with his family to Pennsylvania, and eventually became not only a resident of the North Shore, but an institution here.

On a happier note, the McTeggarts



Beverly Times photo

CHARLIE BUCCI
...beloved Santa

are back this week at the Olde Mill Pub in Salem, bringing with them their unique blend of Irish, folk, and rock. Incidentally, this all-Irish music policy at the Olde Mill Pub seems to be paying dividends.

More and more, clubs seem to be taking their cue from radio, formating entertainment — the mixed-bag you find each week at Peabody's Yankee Lounge is a good example. Mod-country is generally the rule on Tuesdays, "The Alpha Trio" on

By ANNE RAVER
Times Staff Writer

12.12.77

BEVERLY—A lot of cars suffered frostbiter yesterday and early this morning as temeratures plummeted to zero around the North Shore, almost certainly setting a record for the area.

Peabody weatherman Kenn Schaffer said it hasn't been this cold on this date since 1934—the year Boston reported a record-breaking 7 degrees. When Logan Airport hit 5 degrees at 4:30 a.m. today, Schaffer knew local records had also been shattered.

A lack of wind kept the arctic air mass from ven colder temperatures. Don't worry about the thermometer so much," Schaffer warned for the coming winter. "A wind could bring a zero temperature down to a wind chill factor of -60. A 50 mile wind has been known to force the temperature down to -168."

But the arctic high air mass is already drifting offshore, says Schaffer, and a southern warm air mass will bring the temperature up to about 38 degrees tomorrow, with rain on Wednesday.

Moving west to east, the air mass rocketed thermometers in Wyoming and South Dakota from near zero to 50 degrees over the weekend.

"I've had about three trucks out since 6 a.m. and I'm 25 calls behind," ' said Frank Clark of the Cabot Auto Clinic this morning. He rescued about 200 cars yesterday, most with dead batteries and said he and his men had dealt with 60 calls by 8 a.m. this morning. A lot of the cars

Cold, page 5

Cold

(Continued from page one)

tuned up for the winter," said Clark, who suggested keeping batteries well-charged and adding a can of high quality dry gas to a full gas tank. ⅝The dry gas mixes with any water in the tank that can form a vapor and keep the engine from starting. Keep your gas tank full in cold weather so air doesn't collect in the tank," ' he advised.

The Beverly Hospital warned persons with angina or congenital heart problems, respiratory or circulatory conditions to keep inside if possible and dress with care when forced to brave the cold. Wear a scarf over your mouth, and dress with layers as these form insulating pockets of air warmed by body temperatures. Excessive smoking also adds to susceptibility to the cold, particularly frostbite, because it constricts the blood vessels and blood has more trouble moving through the veins.

"Frostbite is the freezing of body temperatures tissues, which usually occurs at 20 degrees Fahrenheit or below, after seven to 18 hours of exposure. However, it can occur at higher temperatures if high winds have caused the wind chill factor to drop," said Dr. Sharad Chitre, Chief of Emergency and Outpatient Service.

Frostbite is accompanied by a sharp prickly sensation and a pale numb area of hardened skin, said Chitre, ut often victims are not aware of this until their bodies begin to warm up. Deep frostbite — swelling and blistering — can possibly result in gangrene if not attended to.

Rapid re-warming is imperative for treating severe frostbite, and the affected area should be immersed in warm water, 100-106 degrees Fahrenheit. Cooler or warmer temperatures are not effective, said Chitre, and heating pads should be avoided because they provide too much heat. After immersion for 20-30 minutes, the skin should be dried in room temperatures and if blisters develope, a physician should be consulted at once.

So far, no frostbite victims have crossed the emergency room threshold yet this fall and there were few last year, say hospital spokesmen.

"We're keeping our fingers crossed," said a Beverly DPW spokesman this morning, as the department reported no weather-related calls for help. The Boston AAA reported a phoneline jumping with calls all morning and the state DPW said about a dozen calls related to frozen pipes had come in.



It was the last meeting of the year for the Beverly Hospital Aid Association. Present for the occasion were, from left, Mrs. Susan Shuwall, second vicepresident; Mrs. Louise Southwick, president; and Mrs. Maude Parton, vicepresident. (Cheryl Kalus photo)

TIMES 12.14.77

NEWS 12.22.77

Hospital plans for Christmas Day

BEVERLY— It's the worst time of the year to be in the hospital, but Beverly Hospital goes all out to spread the Christmas cheer and make a holiday stay as pleasant as possible.

On Christmas day, members of the administration make an early morning visit to patients, presenting gifts. At noon, the traditional holiday dinner is served, using 500 pounds of turkey with all the trimmings .

The menu is as good as you'd get at home, including celery,olives, shrimp cocktail, fruit cup, baby boiled onions, minted peas, salad, cranberry suce, cider and rolls.

Dessert can be hot mince pie with cheddar cheese, light fruit cake, squash pie or ice cream.

Since 60 percent of all diets must be adjusted to special dietary needs, the food service staff must prepare special meals. Rather than just substitute, say, squash pie with jello, the staff changes some of the ingredients so all can enjoy the meal.

While as many persons as possible are discharged over the holiday, a few remain for whom "a special effort is made " said a hospital spokesman.

The Christmas Day festivities are not the only holiday activities at the hospital.

Arrangements are being made through the volunteer office, for various groups that wish to entertain patients. Among these is a choral presentation by the St. Alphonsus Choir, today, for patients, visitors and staff.

The hospital grounds are also being decorated, with the assistance of the North Shore Garden Club, which sets up garlands and wreaths. Lights are also strung on trees in the memorial garden and at the main entrance.



TIMES 12.23.77

A friendly visitor from the North Pole dropped in at the children's ward at Beverly Hospital yesterday where he and his sidekick Raggedy Andy said hello to Susan Thomas of Danvers. Santa (who resembles Times circulation manager Brent Connolly) and Andy distributed gifts and good cheer sponsored by the Times at Beverly Hospital, Hunt Hospital and nursing homes. (Paula Forward photo)

Not *everyone* can stay home C

By ANNE RAVER
Times Staff Writer 12.23.77

BEVERLY — Ever had a flat tire on the way to grandmother's house? Try finding a garage open when everyone is home opening presents. Well, when you finally call the emergency number at Cabot Auto Clinic, you may be interrupting Frank Clark's family dinner, but he'll be out with his tow truck.

"It does put a damper on things, there's no two ways about it. Many's the time the kids haven't opened their presents until ll a.m., but we feel we're doing a service to help other people get to their familys' homes, and that's a nice feeling."

Frank Clark's comments were repeated in variations by other Beverly people who find their work shift falls on Christmas Day. Most people would rather be home peeking in the pots on the stove, but the sacrifice ends up lending some old meaning to a commercialized holiday.

"You can't choose when people are going to be sick," said Mrs. Betty LaBrecque, who has been a nurse for over 20 years. "When my children were younger, I always worked nights, 11 p.m. to 7 a.m., so I'd always miss them opening their presents. They'd be up at 4 or 5 a.m.! But then there are the children on

hristmas

the ward—we'd sneak around trying to put stockings on the end of the beds, but some eager beaver is always awake. Those kids more than made up for having to work."

On Sunday, patients and employees at the Beverly Hospital will be enjoying a free banquet—cooks roast 500 pounds of turkey and 265 pounds of stuffing, mince pies and fruitcake. And husbands and wives, or lonely

Work page 4

children of the staff or bedridden, are welcome to join in. Workers say they will miss their favorite Santa, the late Charlie Bucci, who made his yearly rounds every Christmas morning. Restricted diets don't rule out the feast—Food Service Director John Smith explains that dieticians supervise which trays will get special salt-free or unspiced dressing.

The hospital tries to give each worker at least one of the major holidays off, but sometimes this is impossible. But many workers, like lab technician Patricia Derino, of 60 Hillside Ave., are philosophical.

"I've worked Christmas for the past five years—the lab is open 24 hours, seven days a week, but I'm single. I figure people with families should have a chance to go home. After I get off duty at 3 p.m., I go over to my aunt's house and we celebrate then.

"But this place is Christmas," she waves a hand around as if stirring up the atmosphere. "We draw blood in the morning, and most of the patients are elderly, so they feel sad having to be here that day. But we try to cheer them up and sometimes just a smile brightens up their spirits."



TIMES 12.24.77

Joshua Miller, age 2, gets a friendly hug from Santa Claus during the gentleman's visit to Beverly Hospital sponsored by the Beverly Times. Raggedy Andy provided through the cooperation of Liberty Tree Mall also was on hand to visit the youngsters. (Forward photo)

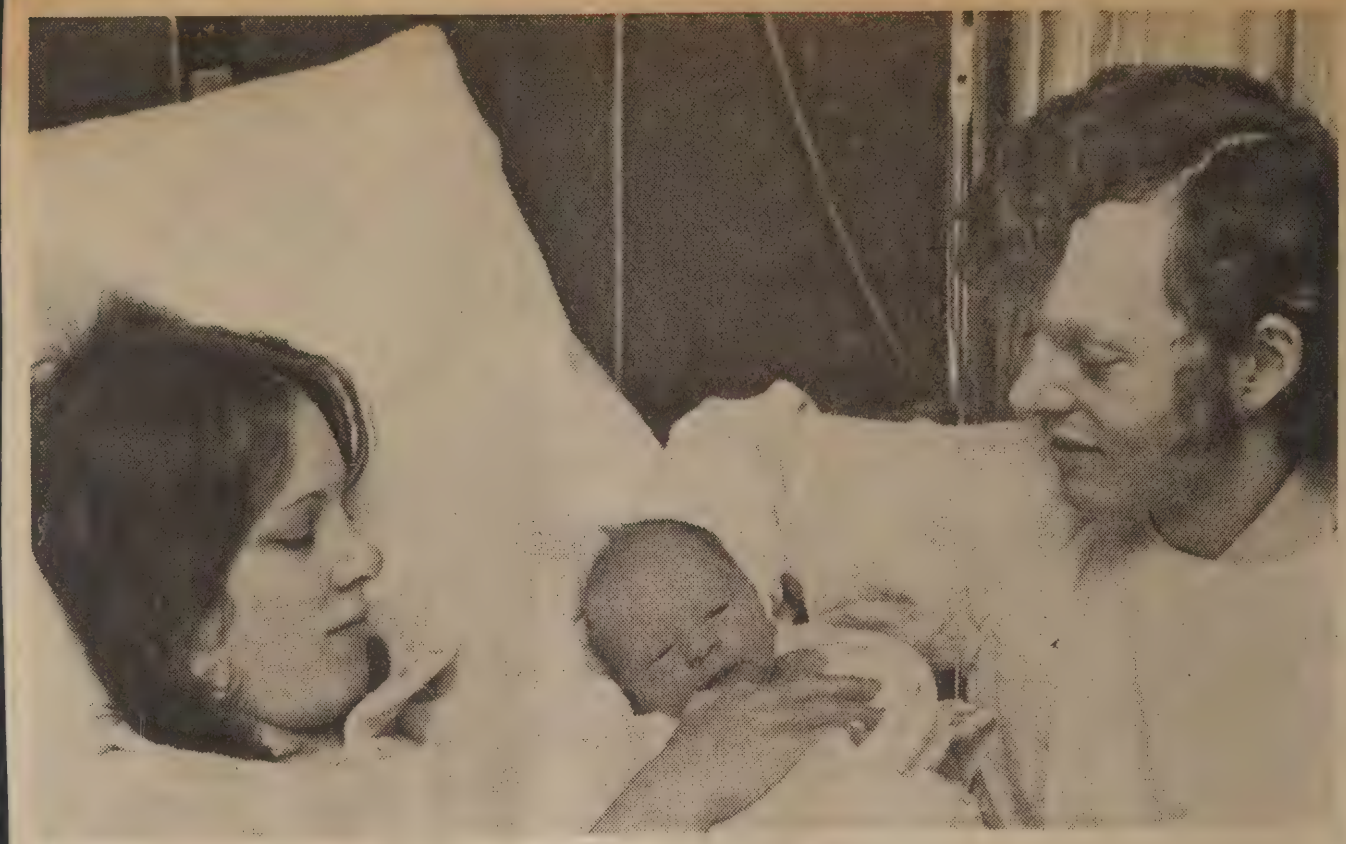
TIMES 12.27.77

Amanda Darisse this year's Christmas baby

BEVERLY — Amanda Jenny Darisse is this year's Christmas baby. She came into the world at the Beverly Hospital at 2:06 p.m., Dec. 25, weighing a healthy seven pounds, 11 ounces.

She is the first child of Myrtle and PaulDarisse, of 5 St. Paul St., Salem. Amanda's parents met at the Beverly Hospital a few years ago, when Myrtle Hooks from Belfast, Ireland, took a job as a nurse's aide. Derisse is an orderly there.

Grandparents are Mr. and Mrs. James Hooks of Belfast and Mr. and Mrs. Joseph Derisee of Salem.



Something to celebrate

It was an eventful New Year's Day for Mr. and Mrs. Kenneth Dalton of Beverly. Their new son, James Richard, was born in Beverly Hospital at 7:40 p.m. Sunday. He weighed 7 lbs., 8 oz.



"Happy New Year, Mom"

Mrs. Alan J. Liporto of South Hamilton has a big smile on her face as she cuddles her New Year's Day baby, Brian Michael, who was born in Beverly Hospital at 9:40 a.m. Sunday. He weighed 6 lbs., 11 oz.

News 1.3.78



TIMES 1.5.78

James born lucky

Beverly's New Year's baby is James Richard Dalton, who came into the world Sunday at 7:40 p.m., weighing in at seven and a half pounds. Shown above with his parents, Paula and Kenneth Dalton Jr. of 5 Mill St., he is their first child. Grandparents are Mr. and Mrs. Kenneth R. Dalton and Mr. and Mrs. Walter Aho, all of Beverly. As the first Beverly baby of the year, he will receive prizes donated by Beverly merchants in the annual Beverly Times first baby contest. Alcon's is offering a pair of shoes. James can drink his orange juice from one of Desjardins' pewter baby cups. Mother can take him downtown in a snuggli from Casa de Moda, and his thrifty soul might be pleased at the $10 savings account Beverly National Bank has started for him.

Letter to the editor

TIMES 1.5.78

To the Editor:

We would like to call to the attention of the Beverly community the efforts of the Beverly Hospital in assisting with Christmas meals for the elderly shut-ins. These senior citizens, who were along on Christmas Day, would not have had a holiday meal if it were not for the help of the Hospital's staff iniproviding specially prepared meals to meet their dietary needs.

On behalf of the Beverly Council on Aging - Meals on Wheels Program and the people we serve, I wish to thank the Beverly Hospital Administration and dietary staff for making this possible. We feel that the residents of Beverly should be aware of the Hospital's commitment to community health needs.

We would also like to publicly thank the many dedicated volunteers who have so willingly given of their time and energy throughout the entire year.

Sincerely,
BEVERLY COUNCIL ON AGING
By: Warren L. Tibbetts
Chairman



FIRST BORN — Natalie Gilkas was the first baby born to Danvers parents for 1978. The proud mother is Jackie Gilkas who gave birth to 8-pound 7-ounce Natalie at 5:58 a.m. Monday.

DANVERS HERALD 1.5.78

Natalie Gilkes wins First Baby Contest

By LINDA CORMAN

Natalie was the first baby of the new year born to Danvers parents. She was born on Jan. 2 at 5:58 a.m. at Beverly Hospital. She weighed 8 lbs., 7.5 oz. Her parents are Jackie and Warren Gilkes of 106 Ash street.

Jackie Gilkes didn't expect her first born until Jan. 3, so she wasn't thinking about winning the Herald's First Baby Contest. She was unaware (until we told her) of the prizes that come with having the first baby of the year and she hasn't decided yet what she will purchase with the variety of gift certificates donated by local merchants.

"We have most of what we need," Mrs. Gilkes said. As to plans for the savings account gift, the mother said, "That will be up to Natalie.

And Warren doesn't smoke cigars, so he'll give away his gift from the Danvers News Agency.

Jackie and Warren Gilkes thanked all the local merchants who made their first journey into parenthood a little happier.

Following is a list of the gifts Natalie Gilkes will receive:

- A $10 gift certificate from Danvers Hardware.
- A $10 deposit from the George Peabody Co-operative Bank.
- $5 worth of baby needs from Sunnyhurst Farms.
- A baby arrangement delivered to the hospital from Novello's Florist.
- An infants' footed sleeper from Suburban Corner.

NEWS 1.24.78

Hospital finishes year in black

BEVERLY — Beverly Hospital completed fiscal 1977, its 85th year of operation, with a $86,497 gain, according to an announcement made Monday night at the annual meeting of the Beverly Hospital Corporation.

In 1976 the hospital posted a loss from operations of $143,072.

Total operating revenue for the hospital's fiscal year, which ended Sept. 30, 1977, was $16,252,720 and total operating expenses were $16,166,223.

Josiah A. Spaulding of Manchester was re-elected president and chairman of the board of trustees of the hospital. Other officers elected for 1978 are: Roger M. Silsby, first vice president; Mrs. E. Miles Herter, second vice president; Frederick Kauders, treasurer; Tarrant Cutler, secretary; John B. Eliot, assistant treasurer, and James M. White Jr., assistant secretary.

Five retiring board members were commended for their service and commitment to the hospital. Receiving a token of appreciation for their service were: Harold V. Robichau trustee from 1963 to 1978; Russell B. Clark, 1969-1978; Henry B. Cabot Jr., 1974-1978; Samuel Hoar Jr., 1976-1977, and Mrs. Francis P. Sears Jr., 1976-1978.

New trustees elected to fill vacancies are: Randolph P. Barton of Manchester, president of Parker Brothers Inc.; Paul C. Bucknam Jr. of Beverly, professional engineer and treasurer of Whitman and Howard Inc.; Maurice J. Feldmann of Beverly, senior vice president of Boston Edison responsible for operations and engineering; Edmund H. Kendrick of Wenham, vice president and director of Fiduciary Trust Co., and David A. Tonneson of Beverly, a certified public accountant and managing partner of Tonneson, Weyland and Co.

Also elected were several new members of the Hospital Corporation: George T. Andrews, Mrs. Niles D. Flanders, Mayor Peter F. Fortunato, Peter Hersee, Mrs. Henry S. Lodge, William J. McDonald, Mr. and Mrs. Abraham Sterman and Brian R. Walsh, all of Beverly; Benjamin H. Gannett and Robert E. Ginn, both of Manchester; H. Gilman Nichols Jr. and Mrs. Samuel D. Warren, both of Essex; Charles S. Cheston Jr. of Topsfield, Mrs. William C. Wigglesworth of Ipswich and Maj. Gen. Ret. Jonathan R. Burton of Wenham.

TIMES 1.16.78

Probate changes

Beverly Hospital will sponsor a seminar on Jan. 31 to explain changes in Massachusetts probate law which became effective this year. James R. "Bud" McPherson, chairman of the hospital estate planning committee, said a panel of experts will be present to answer questions on all aspects of estate planning.

The seminar will be at 7:30 p.m. in the hospital lecture hall.

Reservations may be made with the hospital development office.

NEWS 1.25.78

Friends in need

To the Editor:

Beverly Hospital wishes to express its appreciation to the Beverly Police Department for their kindness in providing transportation for our staff during the recent storm.

This action is not an isolated incident, but consistent with a spirit of total cooperation with Beverly Hospital throughout the year. We in this community can be proud of our police department and should recognize them for their acts of charity.

JAMES F. TOMNEY
Director
Development and Public Relations

TIMES 1.24.78



New directors at Beverly Hospital are welcomed by Josiah A. "Si" Spaulding, at left, hospital president. From left are Spaulding, Paul Buckman, David Tonneson and Maurice Feldman. (Ed Wolkin photo)

Gain of $86,497 reported to Beverly Hospital corporation

BEVERLY—Beverly Hospital posted an $86,497 gain from operations last year, by contrast with a 1976 loss of $143,072, it was announced yesterday at the 85th annual meeting of the hospital corporation.

Total operating revenue for the fiscal year ended Sept. 30, 1977, was $16,252,720 and total operating expenses were $16,166,223.

Josiah A. Spaulding of Manchester was reelected president and chairman of the Board of Trustees. Other officers for 1978 are Roger M. Silsby, first vicepresident; Mrs. E. Miles Herter, second vicepresident; Frederick Kauders, treasurer; and James M. White Jr., assistant secretary.

Five retiring Board members were commended for their service and commitment to the Hospital. Receiving a token of appreciation for their service were Harold V. Robichau, trustee from 1963 to 1978; Russell B. Clark, 1969 to 1978; Henry B. Cabot Jr., 1974 to 1978; Samuel Hoar, Jr., 1976 to 1977; and Mrs. Francis P. Sears Jr., 1976 to 1978.

New trustees elected to fill vacancies are Randolph P. Barton of Manchester, president of Parker Brothers Gmes; Paul C. Bucknam Jr., of Beverly, professional engineer and treasurer of Whitman & HOward Inc.; Maurice J. Feldmann of Beverly, senior vicepresident of Boston Edison responsible for operations and engineering; Edmund H. Kendrick of Wenham, vicepresident and director of Fiduciary Trust Co.; and David A. Tonneson of Beverly, C.P.A. and managing partner of Tonneson, Weyland and Co.

Also elected were several new members of the Hospital Corporation: from Beverly, George T. Andrews, Mrs. Niles D. Flanders, Mayor Peter F. Fortunato, Peter Hersee, Mrs. Henry S. Lodge, William J. McDonald, Mr. and Mrs. Abraham Sterman and Brian R. Walsh; from Manchester, Benjamin H. Gannett and Robert E. Ginn; from Essex, H. Gilman Nichols Jr. and Mrs. Samule D. Warren; from Topsfield, Charles S. Cheston, Jr.; from Ipswich, Mrs. William C. Wigglesworth; from Wenham; Maj. Gen. (Ret.) Jonathan R. Burton.

Area hospitals set new death guidelines

TIMES 1.28.78

BEVERLY — Families of terminally ill patients at Beverly Hospital, already forced to deal with the emotional trauma of losing a family member, will now be forced to deal with lawyers, judges and court appearances , before life prolonging machines can be turned off.

Recently the Massachusetts Supreme Court ruled that only the court can decide when to shut off the machines which keep a terminally ill patient alive.

Beverly Hospital has issued a statement which said the hospital is forced to comply with the ruling. In the past, the statement said, "the family with the advice of the doctor decided when to shut off the life prolonging machines."

A spokesman for the hospital, Public Relations Director James Tomney, said one of the problems is time, for both the family and the hospital.

"First the the family's attorney has to aply to the court, which sends a court appointed attorney to the hospital to look into the situation ," Tomney explained.

Tomney said he his sure the judge would act "with great haste because of the trauma the family expriences."

Tomney said the basic cost for care of a terminally ill patient in the intensive care unit is $240 a day.

A number of area hospitals have adopted similar guidelines, reacting to a decision by Supreme Coiurt Justice J. Liacos. He found that if a patient cannot decide for himself whether to continue his life supporty treatment the court must do it for him. The judge worte, "Such questions of life and death seem to..require.. detached but passionate investigation."

To comply with the court ruling J.B. Thomas hospital in Peabody and other North Shore hospitals have issued policy statements telling doc-

Hospitals Page 14

Hospitals

(Continued from page one)

tors not to write "comfort and care" orders for a patient until the court approves.

"Comfort and care" orders mean the patient receives "tender loving care but no extraordinary lifesaving measures," according to Edward O'Keefe, J.B.Thomas hospital administrator.

Traditionally, a patient's family and doctor have decided when to shut off a patient's life support machines. The court ruled to protect the rights of "incompetent" patients, people who, because of their illness, cannot say whether they wish to be allowed to die. The ruling also keeps doctors from treating terminally ill patients when the patient's family wants treatment stopped.

However, the ruling can also work against the patient and his family. Doctors say they won't be able to start treatment on a seriously ill patient because the court ruling won't let them stop. Families would then have to keep a relative they considered dead on life support machines and pay the extremely expensive medical costs.

The first person to die by court order and the person for which the ruling was written was Joseph Saikewicz, a retarded resident of Belchertown State Hospital. He was suffering from severe luekemia. Saikewicz was judged incapable of deciding whether to continue his life support treatment.

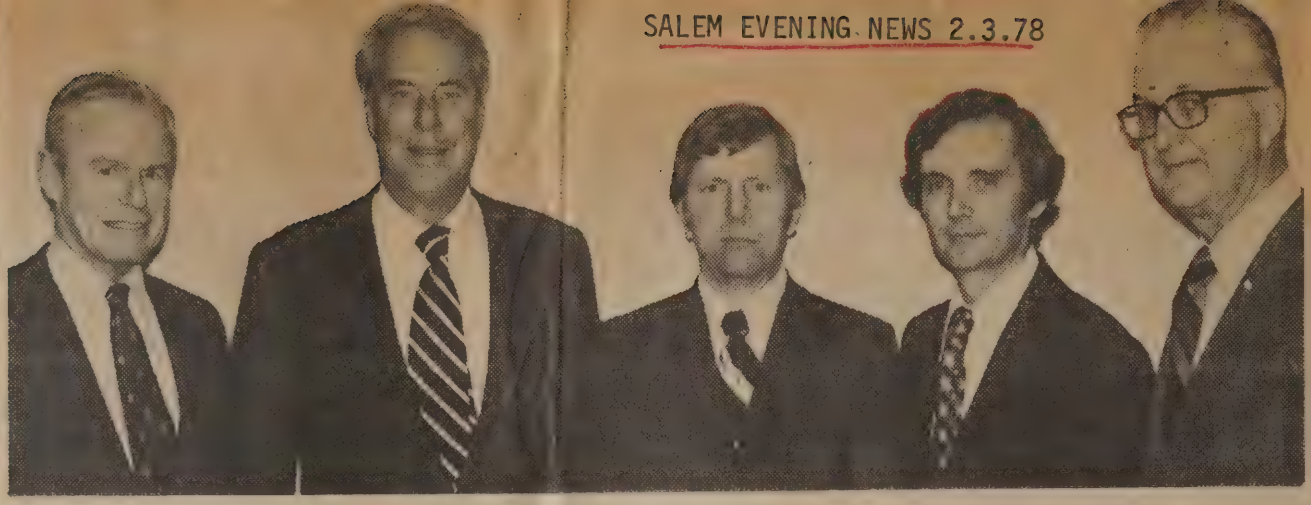
The state petitioned in April of 1976 for legal guardianship of Saikewicz. It was granted on May 5.

The probate court heard the case May 13 and decided to allow the doctors to stop extraordinary means of keeping their patient alive. Saikewicz died Sept. 4, 1976 in Belchertown.

The probate court, however, petitioned the State Supreme court to decide whether its decision was in keeping with the law. The Liacos ruling, published in December, was in response to that request.

"The court said all people have ultimate control over what's to be done with their bodies," said Michael Gainey, general director of Salem hospital. "This ruling says that for the incompentent patient the courts will make the decision."

SALEM EVENING NEWS 2.3.78



Beverly Hospital trustees

Josiah A. Spaulding (second left), president chairman of Beverly Hospital's board of trustees, meets with newly elected members of the board (from left): Edmund H. Kendrick of Wenham, Paul C. Bucknam Jr., David A. Tonneson and Maurice J. Feldman, all of Beverly. Randolph P. Barton of Manchester was also elected to the board at the 85th annual meeting of the hospital corporation.

Hospital personnel training in resuscitation technique

Beverly Times 2.3.78

BEVERLY—Beverly Hospital has begun an intensive program for the training and certification of all personnel in basic life support. Under the auspices of the Nursing Division, the program has a projected goal of two years to accomplish certification for the hospital's more than 1,000 employees.

Basic life support is an emergency first aid procedure that consists of recognizing respiratory and cardiac arrest and starting the proper application of cardiopulmonary resuscitation (CPR) to maintain life until the victim can be assisted by more sophisticated means.

The hospital's program will begin with the certification of 30 nurses. They will then participate in training classes during February in preparation for their role as resuscitation instructors. When this segment is completed, the 30 nurse-instructors will train other nursing personnel, department managers and other employees to achieve hospital-wide certification.

The training is required both to recognize respiratory and cardiac arrest and to perform artificial breathing and circulation. Beverly's program and others across the country are conducted according to recommended standards of the American Heart Assn. Lectures and demonstrations are supplemented with practice on mannekins.

Certification, whose purpose is to maintain adherence to uniform national standards, is contingent on satisfactory completion of written and performance examinations. The process of training certification and periodic recertification is intended to develop and maintain a mechanism for emergency cardiac care and resuscitation that is both broadly available and uniformly effective.

Initial training covers the A - B - C steps of resuscitation: A-airway, B-breathing and C-circulation. To restore breathing or heartbeat, these steps should be started as quickly as possible with only seconds occurring between recognizing the need and beginning treatment.

Instruction includes recognition of an obstructed airway, respiratory failure and cardiac arrest. Trainees will learn how to position the head and neck to clear the airway, the proper method of administering mouth-to-mouth rescuscitation and the performance of external cardiac compression to achieve artificial circulation.

Basic life support training is most effective as an integrated part of a total community-wide emergency care and communication system, including public as well as professional education. On completion of the certification for hospital personnel, a planned expansion of the program will be directed to interested community residents as a public service.



Eileen DeAngelis, R.N., head nurse in Beverly Hospital's nursery, practices resuscitation technique on a special infant mannikin.

Mrs. Barton elected hospital aid president

TIMES 2.6.78

BEVERLY—Mrs. Randolph P. (Maude) Barton of Manchester was elected president of the Beverly Hospital Aid Association at its annual luncheon meeting Jan. 24 at the Sword and Shield R Restaurant. Mrs. Barton was welcomed by Mrs. Richard H. (Louise) Southwick, outgoing president.

Mrs. Southwick expressed gratitude to the Aid for dedication and assistance during her term and briefly described the successful activities undertaken in 1977. She announced that proceeds from the annual Christmas Boutique and from operation of the Coffee and Gift Shops enabled the association to donate $20,000 to the Hospital for patient care equipment.

The meeting began with the invocation given by Rev. Donald A. Hunt, hopsital chaplain. Greetings were extended to the Aid members from Josiah A. Spaulding, president and chairman of the Board of Trustees, and Craig S. Slater, executive director.

Guest speaker was Mrs. Rita Jean Dunn, a hospital trustee and director of Media Collaborative, a management consulting firm for hospital marketing and communications. Mrs. Dunn, a former women's editor of the Beverly Times, outlined Beverly's recently developed marketing plan and explained how the Aid Association can assist in implementing the program. Miss Mary Bell, the oldest living member of the Aid, was reelected honorary vice president.

Committee members for the year are Mrs. Robert Ginn, newsletter; Mrs. Samuel Melei, coffee shop; Mrs. Hubert Snow, gift shop; Mrs. Eldon Scott and Mrs. John Condon, membership; Mrs. Richard Hull, bloodmobile; Mrs. Samuel Batchelder, memorial garden; Mrs. Herman Feder, Mrs. John C. Kelleher Jr. and Mrs. Eldon Scott, nominating; Mrs. Robert Brown and Mrs. Roland Robertson, communications.

Among area representatives were Mrs. Robert Hoag, central Beverly; Mrs. Marvin Todd, Beverly Cove; Mrs. Gerda Berry, Ryal Side; Mrs. Stephen Femino, Centerville; Mrs. Martin Singer, North Beverly; Mrs. Malcolm Greenough, Beverly Farms; Mrs. George Burden, Wenham; Mrs. Daniel Francescan, Hamilton; Mrs. Richard Russell, Topsfield; Mrs. Raymond Stoddard, Essex - Ipswich; Mrs. John Noland, Manchester.

Gertrude Feder, 67 Social Services director

TIMES 2.6.78

BEVERLY—Gertrude (Popkin) Feder, 67, of 165 Dodge St., retired director of Social Services at Beverly Hospital, died suddenly Saturday at Beverly Hospital. She was the wife of the late Atty. Herman W. Feder.

She was born in Salem and lived in Beverly all her life. She was a graduate of Boston University, C.L.A., and did graduate work at Columbia University School of Social Work in New York.

She was Director of Social Services at Beverly Hopital for 37 years, retiring July 1, 1977. Hired in January, 1945, to establish the social services department, she organized the Beverly-Salm and Gloucester Community Councils, the Northshore Mental Health Assn. and the Beverly Visiting Nurse. Assn.

She was the chairman of the Red Cross Camp Council, chairman of the Foster Home Commission for Children during World War II, former director of the Visiting Nurse Assn. and a member of the Northshore Mental Health Assn.

She was a life member of the Brandeis Women, Temple B'nai Ambraham, former chairman of the Jacob Brower Fund Committee, charter member of the Academy of Certified Social Workers, the National Assn. of Social Workers and the American Society of Hospital Social Work Directors. She was past director of the Beverly Community Council and Beverly Hospital Aid Assn. and a member of the Evelyn Lily Lutz Foundation.



Gertrude Feder

She leaves one sister, Bertha Potash of Swampscott; and two brothers, Philip Popkin of Salem and Jordan Popkin of Washington, D.C.; and several nieces and nephews.

Funeral services were held yesterday at Temple B'nai Abraham, 200 East Lothrop St., Beverly. Memorial donations may be made to the Cardiac Care Unit at Beverly Hospital.

To the Editor: 2.6.78

The family of Charlotte Bigney wish to express their appreciation for the excellent care and kindness which was shown her while she was in the Beverly Hospital.

Mrs. Harrington and the nurses in the Ayer Ward, plus the other workers in the ward did everything possible to help out all they could.

It was Charlotte's wish before she passed away that the people in Beverly know she had a great of love and respect for the nurses and workers of the Ayer Ward.

May the people of the Ayer Ward be blessed with your kindness.

The Family of the late Charlotte Bigney

Danvers Herald

Hospital trains staff in CPR

Beverly Hospital has initiated an intensive program for the training and certification of all personnel in basic life support.

Under the auspices of the Nursing Division, the program aims to accomplish certification for the hospital's more than 1,000 employees within two years.

Basic life support is an emergency first aid procedure. It consists of recognizing respiratory and cardiac arrest, and starting cardiopulmonary resuscitation (CPR) to maintain life until the victim can be assisted by more sophisticated means.

The hospital's program began with the certification of 30 nurses. These individuals are in training during the month of February in preparation for their role as CPR instructors.

The 30 nurse-instructors will train other nursing personnel, department managers and other employees.

Basic life support training is most effective as an integrated part of a total community-wide emergency care and communication system, including public as well as professional education.

On completion of the BLS certification for hospital personnel, the program will be offered to interested community residents as a public service.

Schools plan band jamboree

The annual North Shore High School Band Jamboree

A Special Valentine

FROM THE BEVERLY HOSPITAL

— To all personnel who made that extra effort when it was most needed last week

— To the members of the Police and Fire Departments who assisted with our transportation needs

— To the volunteers and local residents who were available to help wherever and whenever necessary

— To our patients who maintained their patience and good spirits during a difficult time

— To all members of the Beverly Hospital family

OUR SINCERE GRATITUDE FOR YOUR TEAM SPIRIT AND COOPERATION

Times 2.14.78

BH

BEVERLY HOSPITAL

BEVERLY, MA

A SPECIAL VALENTINE FROM THE BEVERLY HOSPITAL

- To all personnel who made that extra effort when it was most needed last week.
- To the members of the Police and Fire Departments who assisted with our transportation needs
- To the volunteers and local residents who were available to help wherever and whenever necessary
- To our patients who maintained their patience and good spirits during a difficult time
- To all members of the Beverly Hospital family

OUR SINCERE GRATITUDE FOR YOUR TEAM SPIRIT AND COOPERATION

Salem 2.14.78

BH

BEVERLY HOSPITAL

BEVERLY, MA.

News 2.15.78



New Hospital Aid association

Mrs. Richard H. Southwick, left, past president of the Beverly Hospital Aid Association, is turning the office over to Mrs. Randolph P. Barton, this year's president.

Hospital official urges more lobbying efforts

By PETER HOMAN
News Staff

BEVERLY — James F. Tomney, director of development for Beverly Hospital, has advised his employers that the hospital's directors, trustees and other influential community members who serve the institution must become more active in lobbying for the hospital's interests.

Tomney recently returned from a two-day seminar in Washington where he and other members of the National Association for Hospital Development spoke to congressmen concerning several bills currently before the legislature.

In a memo to Beverly Hospital officials, Tomney advises: "Our board and all hospital boards must write their (Congressional) representatives on company stationery and state their views with clarity and forcefulness. For example, he said, one Massachusetts congressman "was paying little real attention to me and my views until he found out I was on the Danvers Republican Town Committee and a delegate to the convention. Boy, then he listened and took a few notes!

"All I'm saying," Tomney added, "is we have to play the game the only way they understand it. We must strive to get close to our federal and state legislators, educate them, help them, support them with valued facts and figures, if we are to survive."

In Washington, Tomney was concerned with four bills now before Congress: President Carter's hospital "cost containment" bill; income tax reform legislation, national health insurance, and a bill which would impose federal regulations on fund raising with the Postal Department as the regulating agency.

The President's bill is viewed as the most ominous because hospital officials fear it would have a severe adverse affect on philanthropy and voluntarism. Over a short period of time, officials feel the Carter bill could stop both philanthropy and voluntarism completely.

Under the bill's provisions, the secretary of Health, Education and Welfare would set a percentage "cap" hospital revenue.

If costs exceed the "cap" on revenues, Tomney noted, an exception could be granted but not before the hospital used up all of its endowment and philanthropic funds for operating expenses.

Tomney said donors will not be willing to give to hospitals if they see that their money will be used as operating funds or substitute federal dollars. Additionally, he said, trustees and volunteers would not be willing to give their time for the same reasons.

"Experience shows," Tomney said, "people who give money, give for specific reasons." He said he recently received a $5,000 check for Beverly Hospital but the donor specified that it was not to be used for operating expenses.

"It's the donor's right," Tomney adds. "Who the heck is the federal government to tell you what to do with your money?"

Amendments have been proposed which would exclude philanthropy from the Carter bill and Tomney is optimistic that the amendments will be adopted.

But in the meantime, for safety's sake, he is recommending that Beverly Hospital's supporters keep the pressure on Congress.

"Most legislators were appreciative of our point," Tomney recalled of his Washington visit. "But it is our view that the pols won't be there when we need them."

TIMES 2.21.78

To The Editor:

I wish to express the sincere appreciation of everyone at the Beverly Hospital to the many people who offered transportation and other assistance during the recent weather emergency.

The Beverly Police and Fire Departments, O'Brien's Ambulance Service, Police Departments of all surrounding communities and several private citizens have provided exemplary service in transporting employees and patients to the hospital. Were it not for their outstanding efforts, there may have been an adverse effect on the continuity of patient care.

Porter Farm of Beverly should also be recognized for their generous provision of much-needed dairy products when our own supplies of perishable items began to dwindle.

Access to the Hospital by emergency vehicles and relief personnel was also assured, thanks to the outstanding snow removal efforts of the Kelleher Fuel Company.

Of course, many employees and physicians must not be overlooked for their extraordinary efforts to maintain adequate coverage and patient services in almost all departments.

We are most grateful to these fine individuals. They are all to be highly commended for their community spirit and dedication.

Craig S. Slater
Executive Director
Beverly Hospital

TIMES 3.6.78

DeMolay week

Beverly's Fidelity Chapter of DeMolay, the oldest chapter east of the Mississippi, will sponsor a series of special events the week of March 12, according to an announcement by Mark Meldrum, junior councillor-elect.

On March 12, DeMolay members will attend First Church Congregational in Wenham, where Master Councillor Kevin Auen is a member; on March 13, DeMolay members will sit in on city offices; on March 15, the chapter will hold a mother's degree ceremony at the Masonic Temple on 20 Washington St.; on March 17, members of the chapter will visit Beverly Hospital to give out St. Patrick's Day shamrocks. On March 18, there will be a dance at the Masonic Temple for DeMolay members and Rainbow Girls from around the North Shore.

DeMolay is a youth affiliate of the Masons.

TIMES 2.28.78



How does it work?

Stethoscope holds no fears for youngsters from the Shore Nursery School in Manchester, who toured Beverly Hospital yesterday in a special program intended to take the mystery—and the anxiety—out of hospital visits. Nurse Kathy McDarmid shows how the stethoscope is used. (Ed Wolkin photo)

The Stermans: A very deserving, and modest, Couple of the Year

By ANNA KASABIAN
Feature Editor

TIMES 3.7.74

BEVERLY—When Abraham and Esther Sterman got the news of their selection as Couple of the Year by the Beverly Lodge B'nai B'rith last week at their weekly bingo game, they just sat in the back of the room and continued to eat their supper. They just don't like a big fuss made over them.

"They expected us to come out and bow and we didn't," Mrs. Sterman said as she sat in her sunny den on 35 Bow St. last week.

In fact, the couple, married now for 47 years, did not want to accept the honor.

"They were so taken aback by the whole thing, both of them said there were more deserving people who should receive the honor," said Harry Silverstein, co-president of the lodge. "When they said that though, we knew we made the right decision."

A friend of the Stermans for 25 years, Ralph Edelstein of Beverly, commented, "It was an excellent choice. Their dedication to the community is equal to their dedication to each other. They're not the type of people who seek glory for what they've done, but that's what's great about them."

The title of Man or Woman, or Couple of the Year, is given without regard to religion to any member of the community who has shown a special dedication to the people. The last recipient of the award was the Rev. James C. Glasser of Dane Street Congregational Church. Members of the lodge, media persons and various city officials are consulted before a decision is made. The two will be formally honored by the community April 2 at the Temple B'nai Abraham.

Stermans page 7

Stermans

Continued from page one

Sterman, an effervescent 80-year-old, red hair still peeping through the grey, said simply that he works from the heart.

The couple give of themselves every day in volunteer work.

Mrs. Sterman is an active member of the Temple, Haddasah, the Jewish Rehabilitation Center in Swampscott and the Beverly Hospital Aid Association. Last year she and her sister-in-law were honored for their years of devotion to the Jewish Community.

Her husband is a trustee of the Beverly School for the Deaf, a life member of the Elks, a member of the Temple and a volunteer at the Beverly Hospital.

Sterman spends about three days a week volunteering at the Beverly Hospital with his wife. And the two, known for their work there for the past 20 years, received the Constance E. Hanley Award for outstanding volunteer service. They've given more than 5,500 hours to the hospital and have been there every Christmas for 20 years and the past 15 Thanksgiving Days.

"I look forward to it. I never leave the hospital without going to the chapel to pray. I pray for everyone, even my enemies, regardless of their beliefs...what counts is heart," he said.

Both are long-time residents of Beverly, and probably best known as proprietors of Sterman's Cab Co. which they owned and operated for 40 years. Later, Sterman became a well-known real estate agent.

"When Abe owned the cab company I hardly saw him," Mrs. Sterman recalled.

"I worked from home taking the cab calls and since there were no two-way radios, I had to call the men to tell them where to go. Sometimes in the middle of the night I'd grab the lamp next to our bed instead of the phone," Mrs. Sterman laughed, holding an imaginary lamp to her ear.

The couple have lived in the same house since their marriage and remember well, the days when there was no temple, but a meeting place next door for religious activity.

But with times like that long gone, and their children, Cynthia and Marshall, looking after their own families, the Stermans have changed their lifestyle.

Abraham Sterman, a graduate of the South School and Beverly High School, admitted with a twinkle in his eye, that he used to play Twilight League baseball and "throw a good horseshoe" when he wasn't busy with work.

"When my family moved here we were the sixth Jewish family in town, and in those days people thought the Jews buried their dead standing up. But I had red hair and blue eyes and was one of the elite Jews who became friendly with a lot of families," he laughed.

The senior citizens, patients at the Beverly Hospital and Chelsea Naval Hospital and Elks Lodge 1309, know this man's humor well.

Apart from the jokes, he shares a simple philosophy: "We're all brothers and sisters."

What does this close-knit couple do when they're not busy with their volunteer work?

They enjoy watching television and on Saturday nights Esther puts on her dancing shoes and the two step out to the music of Lawrence Welk.

"Want to dance, Esther?" Sterman said, taking his blushing wife in his arms.

TIMES 3.7.74

On Russian flu

North Shore residents shouldn't be too concerned about expected outbreaks of the Russian flu here, according to Dr. Walter B. Clayton of the Beverly Hospital Staff. Dr. Clayton, chief of medicine at the hospital, said that the strain is not virulent enough to have led to "really serious problems." Many people of middle age or older have partial immunity to the Russian strain, he said.

TIMES 3.10.78

Scouts honor 2 volunteers

DANVERS—Two Beverly residents were among those winning the highest award presented to adult volunteer leaders by the North Shore Council of the Boy Scouts of America.

Receiving the Silver Beaver Award for "distinguished service to boyhood" were Richard N. Jutras and John C. Kelleher Jr., both of Beverly; James F. Tomney of Danvers; and Patricia Ann McGovern of Lynn.

Joseph Neville of Winthrop presented the awards at the council's 44th Annual Recognition Dinner, held Saturday night at the King's Grant Inn in Danvers. He was assisted by several North Shore residents and scouts from Troop 79, Winthrop.

Jutras, involved in Beverly scouting since 1949, is a merit badge counsellor in Firemanship and has received the Vigil Honor and the Order of the Arrow.

Kelleher was cited at the ceremony for "success in recruiting dedicated volunteers at a level beyond the unit." He has served on several scouting boards since joining the scouts in 1961.

The council commended Tomney for leadership in local and greater Boston area scouting programs, as well as community organizations such as the United Fund of the Central North Shore. Tomney is public relations director at Beverly Hospital.

Ms. McGovern was cited for her participation in Girl Scouts as well as Boy Scouts programs. She has been involved in fund raising and camping, and has participated in New England and National Cub Training programs.

Patients resort to 'cure-alls' NEWS 3.11.78

Doctor says rheumatic victims misled

BEVERLY— A misunderstanding of rheumatic drugs is leading patients to dissatisfaction with conventional medical therapy and to use of "quack" diets and "cure-alls", according to Dr. Matthew D. Heller, rheumatologist at Beverly Hospital.

Patients become dissatisfied with the costs, side effects and interaction of other drugs with rheumatic drugs, he said.

Rheumatic conditions, he noted, account for 10 per cent of office visits in the country.

He urged persons not to rely on testimonials from friends or exposes in national tabloids.

"A more rational approach to the subject is large scale drug studies involving hundred of thousands of patients and published in well-respected medical journals. In this manner, practicing physicians are able to learn from the experience of others and, in turn, educate their patients," Dr. Heller said.

Patients should be encouraged to ask questions of their doctor, like "How many drugs are available to treat my condition? What are the benefits, side effects, cost, dosage and interaction with other drugs? Are they taken on a regular basis or only for certain symptoms? How will I know if the drug succeeds or fails? If it fails, what is the next step?" he suggested.

Aspirin, a valuable anti-inflammatory agent, is the "excalibur of the rheumatologist," he said. However, it is usually prescribed in larger, more frequent amounts than customary and it may cause gastro-intestinal problems, he said. Because of these problems, he said, other drugs have been developed with fewer side effects.

The rheumatologist or internist has a choice of several drugs, including aspirin, aspirin-containing compounds, simple pain relievers, or codeine derivatives. These drugs relieve the symptoms, but do not halt the disease. Drugs which have been shown to halt arthritis, such as gold and Penicillamine, also have a potential for increased side effects and should only be used by physicians familiar with them, he said.

It is also common, he said, that one patient will respond well to a particular drug, while another patient may not benefit. It may be necessary to try several medications before choosing one for a particular patient, he said.

Dr. Heller is currently investigating several promising new drugs for the treatment of rheumatoid and osteoarthritis. Certified by the American Board of Internal Medicine in his specialty, his primary office is in Lynnfield, but he maintains a clinic at Beverly Hospital and is a consultant in arthritis and related muscular-skeletal diseases at many North Shore hospitals.

He has appeared on several television and radio talk shows to discuss rheumatic conditions, and has been invited to attend the next meeting of the Federal Drug Administration's Arthritis Advisory Committee in May.

"While there is still no magic pill or injection that will cure arthritis, much progress has been made in recent years," he said.

Clinic for MS victims opens

TIMES 3.15.78

BEVERLY—Beverly Hospital and the Massachusetts Chapter of the National Multiple Sclerosis Society have jointly announced the opening of a clinic for the evaluation and management of multiple sclerosis patients.

The clinic, under the direction of Dr. Alvan R. Schwartz, neurologist, is open on the first and third Friday of each month from 1 to 4 p.m. in the Beverly Hospital outpatient department.

The program is the first on the North Shore. A similar clinic at Tufts-New England Medical Center, Boston, is the only other one available to MS patients in eastern Massachusetts, the hospital said.

Dr. Schwartz, a member of Beverly's medical staff since 1964, said the clinic provides a full range of diagnostic, evaluative and rehabilitative services through a team approach.

Patients are received on their initial visit by a rehabilitation nurse who evaluates rehabilitation needs and makes therapeutic recommendations. Diagnosis and evaluation is then completed by the neurologist. A neuropsychological counselor is also available to assist patients in dealing with special social or emotional problems. There is no added charge for the nurse or counselor.

"The team effort is most effective in treating and rehabilitating MS patients," ssaid Dr. Schwartz. "A multiplinary approach assures that the total needs of the patient are met. something we could never previously accomplish as well in the office."

MS is a disorder of the central nervous system which affects the myelin sheath, the coating or insulation around the message-carrying nerves fibers in the brain and spinal cord. Typically occurring between the ages of 20 and 40, the disease varies tremendously in its symptoms and severity. Symptoms frequently include disturbances in vision, balance, speech and movement. In more severe cases, paralysis of the extremities or impaired bladder and bowel function may occur.

Because of the particular age group affected MS often has attendant social, economic and emotional problems in addition to its physical aspects tha adate, a team approach.

Carl Blumenthal, a representative of the MS Society, said the North Shore has been the focus of a campaign to significantly improve MS services to areas outside metropolitan Boston. There are approximately 300 residents in Essex County who are known to have multiple sclerosis.

"The clinic at Beverly Hospital will not only offer valuable medical and supportive services, but can also serve as a center for professional and public education on the nature and treatment of the disease," Blumenthal emphasized.

TIMES 3.17.78

Medical brush-up

The staff of the emergency room at Beverly Hospital recently took a two-weeks refresher course in pediatrics at Massachusetts General Hospital in Boston, reports Dr. Sharad Chitre, chief of emergency services. Dr. Chitre said all emergency room physicians at Beverly have had extensive experience and training in pediatrics. He said a recent statement by Dr. Willis A. Wingist of the American Academy on Pediatrics, criticizing pediatric care in emergency wards, might apply to many emergency rooms but not to Beverly Hospital.

TIMES 3.27.78

To The Editor:

I wish to respond to a statement contained in the March 14th story by Anne Raver on Beverly's woman police officer, in regard to the Beverly Hospital's policy on caring for rape victims.

The statement indicated that on-duty nurses did not accompany rape victims into the examining room with the male doctor. This information is not only incorrect but insufficient.

A staff nurse is always present during examination of such patients. The patient may, however, request that the initial interview be conducted privately with only a physician present. This is always handled according to the individual patient's desires.

The Beverly Hospital has a comprehensive rape treatment and counseling program which has been in operation for over two years. A team of specially trained professionals, including an Emergency Room staff nurse and a social worker, provide support and assistance to rape victims from the time they enter the Hospital until the matter is fully resolved, both legally and emotionally.

This program is enchanced by the excellent cooperation received from area Police Departments. Some officers have taken special interst and training in handling rape cases, and have become invaluable members of the rape counseling team.

I feel it is important that community residents know this service is available to meet the physical, emotional and psychological needs of rape victims. It is through the combined efforts of concerned Hospital personnel and area police that this program continues to be a vital community resource.

Sincerely

James F. Tomney, Director
Development and Public Relations

TIMES
3.24.77



Beverly Times advertising representative Andy Palmer presents a four-foot Easter Rabbit to the Sears Ward of Beverly Hospital, capping the paper's "Win a Wabbit" contest held jointly with the Beverly Chamber of Commerce. The gift of the rabbit is accepted by ward clerk Mona Benvie. (Turcotte photo)

beverly

THE SALEM, M

The Stermans show 'true spirit of

BEVERLY — Esther and Abraham Sterman have been giving of themselves for years but Sunday night they were on the receiving end.

The Stermans were honored by the Beverly B'nai B'rith as the man and woman of the year during a dinner at Temple B'nai Abraham. The Beverly Chapter has been honoring a man or woman "of the year" for the past 22 years. The Stermans are only the second couple to be so honored.

"What is so commendable and worthy of note is the quality of Esther's and Abe's service," guest speaker James F. Tomney of Beverly Hospital said. "It is given in the true spirit of caring for one's fellow man."

Tomney is director of development at Beverly Hospital and has first hand knowledge of the Sterman's generosity.

He told the gathering of Jewish leaders, city officials and friends of the Stermans how the couple has helped both the hospital and its patients.

Tomney noted that since 1957, Esther, now chairman of the Wednesday Group of hospital volunteers, has donated her time to work in the hospital coffee shop.

Abe has been a volunteer in the radiology department since 1971 and together the couple has given more than 6,000 hours to the hospital. And holidays are no exception. For the past 17 years, Esther has served on the information desk on Thanksgiving and Christmas. Abe delivers flowers and messages to patients.

The couple's devotion has been so remarkable that Tomney's presence as guest speaker Sunday night marked the third time Beverly Hospital has taken note. In 1970 the Sterman's were the first recipients of the Constance E. Handley Memorial Award as the hospital's outstanding volunteers of the year.

Last year the hospital trustees voted unanimously to adopt a resolution honoring them for their loyal efforts.

Together the couple operated Sterman's Cab Co. for 40 years and later Abe was well-known as a real estate agent.

Mrs. Sterman is an active member of the Temple, Hadassah, the Jewish Rehabilitation Center in Swampscott and the Hospital Aid Association.

Abe is a trustee of the Beverly School for the Deaf, a life member of the Temple as well as a hospital volunteer.

The Stermans have lived in their home at 35 Bow Street since they were married 47 years ago.

Sunday night their friend of 25 years, Atty. Ralph Edelstein, a past president of B'nai B'rith, served as toastmaster. Mayor Fortunato, a fellow real estate agent, brought the greetings of the city.

Among those who spoke of the Sterman's contributions to the city and to people were: George E. Casper, president of Temple B'nai Abraham; Harry Winer, past president of the Beverly B'nai B'rith; Mrs. Joel Black, president of the Salem, Beverly, Danvers Hadassah; The Rev. Donald Hunt, chaplain at Beverly Hospital; Mrs. Louis Kaplan, past president of the temple Sisterhood; Robert B. Russo Jr., Exalted Ruler of the Beverly Lodge of Elks; and Mrs. Ruth Pritchard, president of the Beverly School for the Deaf.



Beverly B'nai B'rith honor

Several hundred people gathered at Temple B'nai Abraham, Beverly, Sunday, to honor Abe and Esther Sterman as the Beverly "Couple of the Year," recognizing their volunteer efforts at Beverly Hospital,

Leo F. Berman and Harry Silverstein, co-presidents of the Beverly B'nai B'rith, presented the

award; Rabbi Ba
Temple B'nai Abra
vocation; and Barr

Interest in living wills increases

NEWS 4.10.78

BEVERLY — The "living will" is not a legal document in Massachusetts, yet the Rev. Donald A. Hunt, Beverly Hospital chaplain, notes that more and more people are writing one out of concern that their lives may be prolonged beyond humanity and dignity.

Rev. Hunt said requests for the living will at the hospital have increased noticeably in recent weeks from staff members, volunteers and patients' families.

This is caused, he believes, by the state Supreme Court decision earlier this year which gave to the probate court the right to determine whether life-prolonging medical treatment should be withheld from a terminally ill, incompetent patient.

"The question today is 'what will the law do to me?' the Rev. Hunt said. "People are concerned about what the court order will mean in terms of what is going to happen to them in the process of dying."

The living will, legally recognized only in the State of California, provides for the individual's participation in decisions concerning his or her death. It requests that the person be informed as death approaches and that life not be prolonged by extreme measures if there is no reasonable expectation of recovery.

According to the Rev. Hunt, people are not as concerned with what happens after death as there are very few who don't believe in some greater purpose that will take them beyond this point. The fear is that control over the last moments of life will be taken away and the dignity of dying will not be honored.

"We should be aware of a zealousness to cure that goes at times to extraordinary measures and denies the appropriateness of death. There is a danger that we can be blinded by the pursuit of professional competence, all stemming out of a feeling of helplessness when we realize we cannot prohibit the progress of a disease.

"This does not mean we give up on medical skill, but it does mean that we should be willing to be where the patient is, to be on the receiving end of all this care. We can't die for patients, but we can help them to die with dignity."

The family must also deal with the meaning of death and dying, and their denial may make it difficult for the physician to learn of the patient's desires concerning death. A free and honest exchange between the patient, family, physician and clergyman helps to assure that the patient's wishes will be met to the greatest possible degree.

The living will can be helpful to both physicians and families who want to do what is best for the individual patient. Even though it is known that the wills are not yet legal in Massachusetts, people are hopeful that these documents will help to communicate their wishes and assure their ultimate control over their own deaths should they become unable to make the decision on prolongation of life.

"Death can be impersonal or personal, complex or simple, a lonely experience or a peaceful fulfillment," Rev. Hunt said. "It is an integral part of our job to support the patient's desire to maintain integrity, dignity and free will in the dying process."

Spaulding in hospital for treatment of fatigue

TIMES 4.11.78

MANCHESTER—Josiah A. Spaulding of Smith's Point was admitted to Beverly Hospital last evening and is being treated for acute fatigue.

Spaulding, president of Beverly Hospital and a former Republican candidate for U.S. Senate, is resting comfortably, a hospital spokesman said this morning. He was expected to remain in the hospital for a few days.

Spaulding had been engaged in preparations for the annual Jackson dinner of the Republican party and was reported to be considering a campaign for the GOP nomination for U.S. representative from the Sixth Congressional District.

NEWS 4.11.78

Si Spaulding hospitalized in Beverly



BEVERLY— Josiah S. Spaulding, of Manchester, reportedly ready to enter the Congressional race, was admitted to Beverly Hospital Monday night, suffering from "acute fatigue," said a hospital spokesman.

He was reported as resting comfortably this morning, after a night's sleep.

Spaulding operates the New England Rehabilitation Hospital, Boston, and is president of Beverly Hospital. He was reportedly also organizing the Jesse Jackson dinner in Boston, scheduled for next week.

Spaulding is expected to announce soon his candidacy for the Congressional seat held by Rep. Michael J. Harrington, D-Beverly. Spaulding is a Republican.



VOLUNTEER — Mrs. Warren Tibbets of Beverly volunteered her first hour to Beverly Hospital back in 1958 — and since then she's amassed an amazing 2,100 hours of free service to the medical institution. The hospital boosts some 240 active volunteers — 80 "candy stripers" and 160 adults — in its program which began in 1950. Anyone who'd like to join the crowd may do so by calling **Betsy Wood** or **Nancy Cantley** at 922-3000, extension 553. N.S. Sunday 4.16.78



Beverly Hospital volunteer since 1957

Mrs. Lawrence Peterson of Essex is one of 240 volunteers at Beverly Hospital who will be feted during National Volunteer Week, which began Monday. Mrs. Peterson, who greets visitors, has been a volunteer since 1957 and worked more than 6500 hours. In the past year, volunteers provided 37,127 hours of service at the hospital. Anyone wishing to do hospital volunteer work may call Betsy Wood or Nancy Cantley at the hospital.

News 4.18.78

Arthritis seminars scheduled for May

TIMES 4.20.78

BEVERLY—The third annual public seminar on arthritiu will be held at the Beverly Hospital on May 9, and repeated on May 11, beginning at 7:30 p.m. each day.

Dr. Matthew D. Heller, rheumatologist and organizer of the program, said the seminar is to acquaint the public with the facts on arthritis. "Many people have misconceptions or little knowledge of arthritis," he said. "This disease can and does affect people of all ages in various ways, and our goal is to help arthritis sufferers and others understand what it is, what it isn't and what can be done about it."

The seminar will begin with a film, "The Five Faces of Arthritis", written and produced by the Arthritis Foundation. The film explores the signs and symptoms of the major types of arthritis and stresses a team approach to management of the disease.

Following the film, a panel discussion iwll be held with an opportunity for those attending to ask questions. Participating in this segment with Dr. Heller will be Dr. James S. Hewson, an orthopedic surgeon, and a physical and an occupational therapist.

"I cannot overemphasize the importance of public education on arthritis," said Dr. Heller. "Much is being done with research, but much more remains to be accomplished through community action and proper knowledge."

Arthritis sufferes, health care personnel and any other interested persons are invited to attend the free seminar. The hospital has asked those who wish to attend either evening to call the public relations office at Beverly Hospital, since space will be limited.

Multiple sclerosis clinic started

NEWS 5.2.78

BEVERLY— A clinic for the evaluation and management of multiple sclerosis patients has been established at Beverly Hospital, the first of its kind on the North Shore.

It is sponsored by the hospital and the Massachusetts Chapter, National Multiple Sclerosis Society. The only other multiple sclerosis (MS) clinic in Eastern Massachusetts is at Tufts-New England Medical Center, Boston.

The Beverly Hospital clinic is under the direction of Dr. Alvan R Schwartz, neurologist. It is open the first and third Friday of each month, from 1 to 4 p.m. , in the hospital's outpatient department. The clinic uses a team approach. Patients are received by a rehabilitation nurse who makes therapeutic recommendations A neurologist completes the diagnosis and evaluation. A neuropsychological counselor is also available, to help patients deal with special health or emotion problems

"The team effort is most effective in treating and rehabilitating MS patients," said Dr Schwartz, a member of the hospital staff since 1964

"A multi-disciplinary approach assures that the total needs of the patient are met, something we could never previously accomplish as well in the office," he added

MS is a disorder of the central nervous system , affecting the coating or "insulation" of the message-carrying nerve fibers in the brain and spinal cord.

It ususally occurs between the ages of 20 and 40, with symptoms and severity varying to a large degree, according to Beverly Hospital. Symptoms frequently include disturbances in vision, balance, speech and movement

Carl Blumenthal, a representative of the MS society, said the North Shore has been the focus of a campaign to significantly improve MS services outside metropolitan Boston. There are approximately 300 residents in Essex County with MS.

Hospital Week events planned in Beverly

TIMES 5.5.78

BEVERLY—"Your health is our business, but we want you to make it yours, too," said Craig S. Slater, executive director of the Beverly Hospital, in announcing National Hospital Week, May 7-13.

National Hospital Week is an annual observance sponsored by the American Hospital Association to recognize the contributions made by hospital employees and to encourage hospital-community interaction.

"This year's theme, 'Hospitals Wish You Well,' carries our goodwill message from the continued or renewed good health of everyone in our service communities," Slater continued. "We would like to make this an occasion to remind people that good health doesn't just happen; it takes effort on your part as well as ours."

During the nationally observed week, the hospital will sponsor several community education programs including a breast cancer screening clinic, a factual seminar on arthritis and a legislative breakfast program on cost containment and regulation from area legislators and media representatives.

High school students from the hospital's recently established Medical Explorer Post will conduct a car wash on Saturday, May 6, to start off the week's activities. In-hospital events will include employee recognition and award ceremonies and a photography display.

"We hope National Hospital Week will signal the need to change unhealthy lifestyle patterns such as smoking, eating or drinking to excess, getting too little rest or exercise, or not having the routine medical care recommended by your doctor," Slater concluded. "No one can mind your health business better than you, and Hospital Week is an appropriate time to start."

Cancer clinic

TIMES 5.9.78

A clinic for early detection of breast cancer will be offered Thursday at Beverly Hospital. The clinic, from 6 to 9 p.m., will be sponsored jointly by the hospital, the South Essex Unit of the American Cancer Society and the Beverly Board of Health. Women of all ages are welcome, the hospital said.

Breast cancer is the leading cause of death in women aged from 40 to 45, the hospital said, in urging women to attend the clinic at which a film on self-examination will be shown and staff physicians will be available to perform examinations.

In Short...

NEWS 5.9.78

Breast examination clinic Thursday

BEVERLY— A breast examination clinic, to detect breast cancer and demonstrate self-examination, will be held in the outpatient department at Beverly Hospital, Thursday from 6 to 9 p.m.

The program is sponsored by the hospital, the board of Health and the American Cancer Society, South Essex unit.

A film will be shown on breast self-examination and staff physicians will perform examinations, if requested. Literature and an instructional model will be available.

Cancer of the breast is the most common form of cancer in women and the leading cause of death in women between 40 and 45 years old. If detected and treated early, however, the chance of a cure is 85 percent.

Women of all ages on the North Shore are invited. An appointment made be made by calling the hospital's public relations office.

TIMES 5.9.78

NATIONAL HOSPITAL WEEK

FREE

BREAST OR COLON CANCER CLINIC

BEVERLY HOSPITAL - OUT PATIENT DEPARTMENT

THURSDAY, MAY 11, 1978

TIME: 6:00 P.M. - 9:00 P.M.

SCREENING, AUDIO-VISUAL AIDS, AND DEMONSTRATION KITS

—FREE PARKING—

BEVERLY BOARD OF HEALTH
BEVERLY HOSPITAL
SOUTH ESSEX UNIT OF THE AMERICAN CANCER SOCIETY

DANV. HERALD 5.11.78

Breast cancer screening set

A breast examination /cancer screening clinic will be held in the Beverly Hospital Outpatient Department on Thursday, May 11, from 6 to 9 p.m.

This program will be sponsored by the hospital, the South Essex Unit of the American Cancer Society, and the Beverly Board of Health.

Women of all ages residing in area communities are invited to attend the free clinic.

A film will be shown on breast self-examination, and staff physicians will perform examinations for those women who so desire.

Informative literature and an instructional model for self-detection also will be available.

Early detection of breast cancer is vital, as prompt treatment can save lives. If treated before cancer cells have spread, the chance of a cure is 85 percent or higher.

Cancer of the breast is the most common form of cancer in women, and the leading cause of death in women ages 40-45. It can, however, develop in women of any age, and regular breast examination is one of the most effective methods of early detection.

Women interested in attending the clinic may call the hospital Public Relations Office at 922-3000, ext. 223, to make an appointment.

Walk-ins will be welcome.

Kay Stirling honored

TIMES 5.12.78

BEVERLY—The plaque on the wall of the reception room at the Beverly Hospital Family Planning Clinic on Powers Road reads, "In Appreciation and Memorium to Kathleen 'Kay' Stirling, 1917 - 1977, for Her Enthusiastic Support and Commitment to Family Planning." The plaque was presented by Council President Robert Rulison of Reading to the family and friends of Miss Stirling at the 8th Annual Meeting of the North Shore Regional Family Planning Council, held at the clinic May 1.

Miss Stirling held many nursing and supervisory positions at Beverly Hospital during her 38 years of service. When the North Shore Regional Family Planning Council sought to establish a Family Planning Clinic in conjunction with Beverly Bospital in 1971, Miss Stirling was Director of Emergency and Clinic Services. Because her support and diligence were so important to the establishment of the clinic, the Council memorialized her contributions.

In other business, Executive Director Phyllis Brown reported that a male Health Educator had been added to the staff, enabling the Council to provide preventative health programs for all types of groups. She added, "We are basically dealing with a healthy population who need information about the responsibility of parenthood, nutrition, and the care of their bodies. By doing screening for cancer, venereal disease, hypertension, sexually transmissible diseases, diabetes, kidney disease, and nutritional deficiencies, we act as an entry to the health care system."

Four directors were elected to the Council at the meeting. peter Kent of Marblehead, Helen Wasco of Topsfield, Barry Conway of Newburyport, and Christine Robinson of Manchester were elected to three - year terms. The Board of Directors provide health care for twenty - seven communities of the North Shore area. Their administrative office is at 74 Elm Street, Danvers.

Local hospital honors employees

TIMES 5.12.78

BEVERLY—Employee and physician awards highlighted the annual Hospital Week tea at Beverly Hospital on May 8. A total of 380 of the Hospital's 1000 employees will receive service awards during the week-long observance.

National Hospital Week, sponsored annually by the American Hospital Association and its member hospitals, has a two-fold purpose. This year's theme, "Hospitals Wish You Well", encourages people to take an active part in their own good health. It is also an appropriate time to express appreciation to hospital personnel for their efforts to help people get well and stay well throughout the year.

Roger F. Greenslet, M.D., former Chief of Emergency-Outpatient Services, was honored at the awards tea for his 25 years of service to the Hospital and community. Dr. Greenslet came to Beverly as an intern in 1953 and was appointed to the meical staff in 1955 with privilages in medicine and obstetrics. He served as Chief of Emergency-Outpatient from 1970-74 and is currently a member of the consultant staff in emergency medicine.

Three individuals were also honored as "Employees of the Year" in recognition of their particular commitment to their own job and overall hospital objectives. Receiving engraved Paul Revere bowls were Margaret Fitzpatrick, R. N., Assistant Director of the Nursing Division (night shift); Elizabeth Hutchinson, Housekeeping Aide; and Joanne Truslow, Psychiatric Records Technician.

TIMES 5.17.78



A king and queen were crowned at Blueberry Hill Nursing Home in conjunction with National Nursing Home Week. They are, right, William (Dixie) Murphy and Mrs. Mary O'Callahan, both of Beverly. Murphy for many years was active in Democratic politics in Beverly and often was called the "mayor of Beverly Farms." At left, Dr. Charles Herrick of Manchester was given the first "Person of the Year" award by Mayor Peter F. Fortunato. The award is for those who have shown long standing service to the care of the elderly. (Wolkin photos)

Look who's enjoying dinner...

TIMES 5.22.78

Mom, dad and the new addition

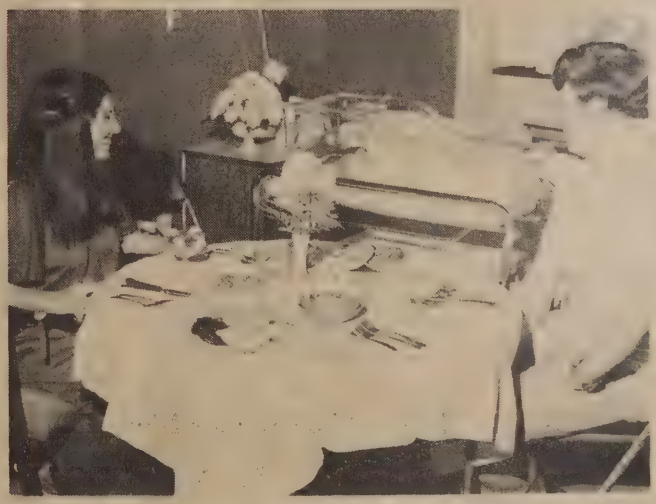
BEVERLY—Dear Mom and Dad:

In celebration of my birthday, you are invited to dinner at Beverly Hospital on May 15 at 6 p.m.

So reads the first invitation to a rather unusual birthday party. The occasion was the birth of Robb Joseph, son of Carla and Ronald Benjamin of Gloucester.

The Benjamins were the first couple to be served the new parents dinner on Maternity. All parents delivering at Beverly are now offered this service two days after the birth of their child.

Colored tablecloths and napkins decorate the round tables used for the dinner. Menu selections offer an appetizer choice of shrimp cocktail or fruit cup, followed by fress tossed salad or hearts of lettuce. The entree may be New York sirloin steak, filet mignon, baked stuffed jumbo shrip or broiled scallop casserole, accompanied by baked stuffed or french fried potatoes and asparagus with Hollandaise or broccoli with lemon butter. A special dessert completes the menu.



Carla and Ronald Benjamin dine with their third child, Robb Joseph.

The attractive table is set up in the mother's room. The Maternity solarium is used when there are more than three couples to be served.

"We wanted to offer something different to parents, to let them know we care at Beverly Hospital," said Dorothy Doud, R.N., Maternity Coordinator. "The dinner provides a special touch that enhances our policy of personalized family-centered care."

Beverly is the only area hospital known to offer this special service for new parents.

Community hospitals are important

TIMES 5.22.78

To the Editor:

It is uncommon for doctors to speak out on behalf of their hospitals. Maybe some people think it is inappropriate to do so.

I see frequent references to the way medicine seems to be becoming more impersonal and money-oriented, references to closing hospital floors and consolidating services, much talk of "regionalization." While I see truths in the background of these concerns, I also see a health system that is devoted to serving people and trying to produce the best results in the most trying situations.

The pediatric service of a hospital is frequently the one that comes up first to be cut. In pediatrics we are fortunate to be treating a population that usually has private duty nurses, i.e. parents and relatives, around, so we are generally able to treat quite serious illnesses at home.

A few years ago we were less able to do that and pediatric hospital beds were apt to be filled with infectious disease cases more than is necessary now. There are, however, still serious diseases that require in-hospital care and complicated diagnostic procedures or frequent, careful observations.

I am continually impressed by the cheerful, capable concern for children and adolescents shown by our well-trained, committed nurses on Sears Floor and the nursery at Beverly Hospital. When you see a toddler recovering from meningitis who has required frequent intravenous needles but who are still smiles and gives you a hug, or a child who, after being miserable and unable to move with a rather rare disease similar to scarlet fever, is now beginning to walk slowly down the corridor again, or the many children recovering from high fevers or pneumonia or croup whose parents stay with them a lot and are part of the nursing process—when you see these things and many others on a busy pediatric service, you feel grateful that it is so well-equipped, well staffed and **nearby**.

I know my pediatric colleagues feel similarly.

Having a modern, convenient facility within which to work allows us to practice the best medicine we can in the most effective and supportive way. If people feel good about the pediatric services at Beverly Hospital they should communicate their feelings to the Board of Trustees. Often it is only the person with a complaint who bothers to write.

Sincerely,
Thomas W. Adams, M.D.
Beverly

Dr. Rowell president of Medical Society

TIMES 5.24.78

BEVERLY-Russell J. Rowell, M.D., of Montserrat Road, succeeded John J. Byrne, M.D. as president of the Massachusetts Medical Society at the closing session of the two-day annual meeting of the Society today (May 24) in Boston.

Dr. Rowell is a graduate of Beverly public schools and received a BS degree at Tufts University and an MD degreee from Tufts School of Medicine.

He served his internship, residency in internal medicine, and residency and anesthesiology all at Beverly Hospital. He became Chief of Anesthesiology at Beverly Hospital in 1971.

He is a diplomate of the American Board of Anesthesiology; fellow of the American College of Anesthesiology; fellow of the American College of Chest Physicians, and a diplomate of the National Board of Medical examiners.

Dr. Rowell has held several posts with district medical societies including councilor and Past President of Essex South District Medical Society.

His other affiliations include; President and founder of the Beverly Anesthesia Associates, Inc., Beverly Hospital; past president of the American Society of Anesthesiology and the North Shore Society of Anesthesiology; delegate to the Council of New England State Medical Societies; member Massachusetts Medicolegal Society, New England Society of Anesthesiology, Editorial Board of Anesthesia News; Board of Directors, Executive Committee, Bay State Health Care Foundation, Inc.

Also, clerk and secretary, Board of Directors, PSRO, Inc., director of the Bay State Physicians Political Action Committee; member of the American Medical Political Action Committee; former member of the Review Committee of the North Shore Health Planning Council, and board of directors, Massachusetts Anesthesia Council on Education.



DR. RUSSELL ROWELL
...heads society

Dr. Rowell has contributed papers to the New England Journal of Medicine and other professional publications.

He is married to the former Barbara M. Bowman. The couple has two sons, James Rowell, Ph.D. of Salem and Bradford Rowell, a student at Hobart College, N. Y.

Dr. Rowell is a member of the Essex County Club, Museum of Fine Arts and Essex Institute. Mrs. Rowell is the chairperson and coordinator with Mrs. Mary Lou Cabot of the Ladies Committee of the Metropolitan Opera in Boston. She is also a director of the Boston Opera Association, Inc.

TIMES 6.5.78

Students explore health careers in Beverly Hospital group

BEVERLY—One wants to be a surgeon. Another is interested in physical therapy. A third is looking into orthpedics.

These are not medical students. They are members of the Beverly Hospital Medical Explorer Post. Established in March, the post meets twice monthly and consists of about 90 young adults from Beverly, Salem, Manchester, Ipswich and Topsfield.

The purpose of a medical exploring post is to provide a setting in which students age 15 and older can gain insight and practical experience in health care careers. The post functions through a committee of hospital personnel and the post officers, who are elected by their peers. Members of the committee are Grayce Sawyer, coordinator of public relations and post advisor; Edward Kushmerek, director of accounting and associate advisor; and members Dr. Randolph Maloney, surgeon; Jeffrey Holden, senior accountant; and Evelyn Chedekel, consultant in speech pathology.

Post officers are Jeffrey Thomas, president; Maureen Broderick, vice president; Eileen Talbot, treasurer; and Lisa Karas, secretary.

Thomas, a junior at Beverly High School, is primarily interested in a career as a physical therapist. Also a Beverly High junior, Miss Broderick is an enthusiastic and energetic post officer. Her interests lie in surgery and emergency services. Miss Talbot, who hopes to become an orthopedic surgeon, is looking forward to a tentatively planned cast clinic to help her learn more about this field. Her duties as treasurer were activated recently with the post's car wash, which netted $154. Miss Talbot is in the sophomore class at Salem High School.

A Manchester High Junior, Miss Karas would like to explore several career possibilities. Her interests include emergency services, critical care, kidney dialysis and surgery.

Activities conducted by the post to date have included tours of surgery, emergency, pediatrics, laboratory, radiology and physical therapy. Some students have also begun individual exploration in their specific interest areas. Tentative future projects, in addition to the cast clinic, are a blood pressure screening program and cardiopulmonary resuscitation training.

1473. TIMES 6.5.78

Beverly Hospital equipment fair on Tuesday from 8 a.m. to 5 p.m. in the Hospital Lecture Hall. Public invited to attend anytime during the day for demonstraton of equipment and instrucments, explanation of programs and display of various procedures relating to specific services.

TIMES 6.26.78

300 honor Dr. Herrick

By FRAN CORCORAN

MANCHESTER — More than 300 people turned out with enthusiasm and affection yesterday afternoon to honor retiring doctor Charles Herrick.

The receiving line spilled out of Memorial School for more than an hour before festivities began at 5 p.m. After the ceremonies, those who had been cut off from a visit with Dr. and Mrs. Herrick lined up again for almost another hour of greeting and well-wishing.

There were front row seats for Dr. Herrick's family, sons and grandchildren, and for his secretaries past and present and close family friends.

Daniel Slade presided as a witty master of ceremonies and introduced selectman chairman Louis Barrier, who read a proclamation and greetings from the town and a citation from the Massachusetts Medical Society and Mass. Academy of Family Physicians.

Greetings from the "professional side of Dr. Herrick's life" came from Dr. James Hewson, chief of staff at Beverly Hospital.

Sen. William Saltonstall read a citation from the resolution from the Massachusetts Senate, and Slade read a resolution offered by Rep. Frank Hatch.

Slade introduced Herrick's secretaries: Mrs. Wilbur Stanley, Mrs. John Saco, Mrs. Lester Strangman and Mrs. Harry Slade Jr.

The family, Mr. and Mrs. John Herrick of Manchester and their children John, Lisa and Christine, Mr. and Mrs. Peter Herrick of Maryland and children Kathy, Cheryl and Charles, stood for applause.

Mrs. Edward Morley, wife of the last judge, and a close friend of the Herrick's, presented Herrick with a ship's clock with an inscription.

The Rev. Henry King Jr., chairman of the Herrick Appreciation Day Committee, presented Fred Nickless, alumni secretary at Tufts University, with a check for $13,095 to establish a scholarship for Tufts Medical School in Herrick's name. He said the leftover party fund, which totaled over $2,000, would also be donated to the university. He asked that the scholarship be given to an Essex County candidate if possible. The Rev. King also thanked Pi Epsilon Sigma for the flower decorations, those who had baked cakes and cookies for the occasion and Grace Hall at the Cape Ann Bank & Trust Company for handling the donations for the party and scholarship. The Herricks will also receive a tape recording of the ceremonies, pictures, the guestbook, and a list of those who gave to the funds.

Slade introduced Esther Herrick, Herrick's wife for nearly 44 years, and then the guest of honor took the podium.

Herrick said his decision to retire had been difficult to make, and that he and his wife had discussed it for more than a year. He thanked his secretaries, hastily adding that Dot Stanley had started the tradition of the secretary that was his boss; his parents, who had sacrificed so he could learn his profession; his colleagues over the years; the committee — the Rev. King, Mr. and Mrs. Louis Barrier, the Rev. and Mrs. William Brittain, George Brown, John A. Eaton, Mrs. E. Sturgis Hinds, Mrs. Edward Morley and Daniel Slade, and everyone for coming. Then he descended the podium to kiss his wife.



Fran Corcoran photos

Dr. Herrick beams between Mrs. Edward Morley and his wife, Esther

City locals

TIMES 6.14.78

Hospital book sale

Hard cover books and paperbacks are still being accepted for the fifth annual book sale of the Beverly Hospital Aid Association Friday from 10 to 6 p.m.

Persons with books to donate can call Mrs. Richard Russell of Topsfield or Mrs. Paul Shuwall of

Revolution in delive
Caesarean mother fel

By PEGGY SHEHAN
News Staff

Six years ago when Nancy Cohen was expecting a child, she and her husband attended Lamaze classes and were looking forward with joyful anticipation to sharing the birth experience.

But within minutes in the labor room, the birth suddenly changed into a frightening and confusing maze for both parents.

Complications arose necessitating a Caesarean, and Mr. Cohen was pushed out of the way and told to leave. In the fast action prompted by the emergency situation, little was done to explain to Mrs. Cohen what was happening or to give her any kind of emotional support.

After she was released from the hospital, she wrote a letter to her Lamaze instructor expressing her feelings of depression and frustration and wondering aloud if anyone else felt the way she did.

This was the birth of C-Sec. The Boston-based support group for women who have had or anticipate a Caesarean was founded by Nancy Cohen and several other women in and around the Hub. The group, which may be reached by calling its main number 965-5955, meets to share feelings and discuss common experiences; publishes a quarterly newsletter; and is available to speak to interested groups.

"So many times, it's like have surgery," observed Anne Cornetta of Waltham, a member of C-Sec. "The fact that you're also having a baby is often lost sight of. Even though I have a great deal of respect for the surgery that is going on, I think it's important to recognize that a new family unit is also being formed."

"Things are definitely improving," added Mrs. Cornetta. "The letters we get are not nearly as negative as they used to be."

Beverly Hospital is one local hospital which has responded and changed some of its policies relating to Caesareans. Since the beginning of the year, the hospital has allowed the father to be present during a Caesarean and has conducted special prenatal classes geared to Caesareans.

"We have a sign at the desk that says, 'Caesarean births, not sections.' The nurses in maternity have gotten very protective about that—that it is the birth of a child and should be respected as such," said Mrs. Dorothy Doud, R.N., coordinator of maternity services at Beverly Hospital.

Mrs. Doud, who has been an obstetrical nurse for 20 years, recalled an experience which she says really brought home to her the feelings of some women who have had a Caesarean:

'For years, the obstetrical community felt that if the woman had a healthy baby, that was that — she was happy. Now we find they did have some deep negative feelings. When you talk to someone who had a Caesarean 20 years ago, some of them felt that way, but they had no one to talk to — they thought people would think they were crazy.'

— DOROTHY DOUD, R.N.

"There was a woman who I had become very close to during prenatal classes. She was married to a psychologist and they were both very good about verbalizing their feelings. I was with her all day in the labor room, and then the decision was made that a Caesarean would have to be performed.

"I went to visit her the next day, expecting to see her bubbling over with motherhood, but she wouldn't talk to me or the doctor. Her husband told me to go in again and try to get her to own up to her feelings," Mrs. Doud related.

"She said she felt we had cheated her; that we had taught her prepared childbirth and then decided she should have a Caesarean. She said she felt a failure as a woman.

"Fortunately, she could verbalize this feeling," observed Mrs. Doud. "I thought of all the women who couldn't and had their feelings locked up inside. I think back on all the years and all the patients I thought were perfectly happy with their births and obviously, some of them were not."

"For years, the obstetrical community felt that if the woman had a healthy baby, that was that—she was happy. Now we find they did have some deep negative feelings. When you talk to someone who had a Caesarean 20 years ago, some of them felt that way, but they had no one to talk to — they thought people would think they were crazy."

Before the prenatal Caesarean classes were started at the hospital, a meeting of all the mothers who had had Caesareans at Beverly Hospital in the past year was held to get their oponions on what should be convere. Along with dealing with the anatomy and explaining what the procedure will involve, the couples also spend a great deal of time during the four

TIMES le. 7.8.78

They're grateful

To the Editor:

This is to all the people who were at Innocenti Park the night of June 20. There are not enough words in the dictionary to explain how grateful we are to everyone who responded when my husband had a heart attack. If it had not been for the quick actions of the nurses and a doctor present my husband would not be alive today.

Thank you Beverly Hospital, the doctoru and nurses and the staff on the CCU floor, your professionalism and understanding are a tribute to you all.

A very special thank you to his team, Bond Leather, our friends and relatives. It is because of these people that we have the strength to look ahead.

The Family of Alan B. Ayers
Betty, Tommy, Sherry & Joey

7.28.78

By PETER HOMAN
News Staff

BEVERLY — Beverly Hospital's room rates will go up 3.6 percent Oct. 1, according to an announcement made Thursday by Hospital President Josiah A. Spaulding.

"The most common semi-private room will be $119 starting in October and most private rooms will range from $134 to $142," Spaulding said, reflecting increases of $4 and $7 per day respectively.

In addition, intensive care and cardiac care room rates will go up $25 per day, bringing them to $290 and $270 respectively.

"Other increases include psychiatric rooms, up $35; pediatric, up $4, and nursery, up $5. An average 1.7 percent increase will be applied to selected special services. Maternity rates will not increase, remaining at $115 for semi-private and $127 for private rooms."

Spaulding said the 3.6 percent average hike is "the lowest percentage increase in over five years."

Salem: Up 7.5%?

The Salem Hospital Board of Trustees Thursday approved the proposed 1979 budget for submission to the Massachusetts Rate Setting Commission. The increase, if approved will be 7½ percent over 1978. The specifics of the increase will be determined by the commission. This is n ot expected sooner than October.

Additionally, he said the hospital trustees had trimmed $484,200 from the salary structure, primarily by closing the 20-bed Torrey floor and laying off about 30 people.

"The reductions we have been able to achieve in beds and related personnel," Spaulding stressed, "will not affect bed availability or the quality of care the hospital provides its patients. It is simply a matter of a conservative and conscientious effort on the part of everyone at the hospital to contain the costs of doing business."

Spaulding said salaries increased only 3.7 percent over fiscal year 1978; supplies and expenses are expected to be up approximately 6.3 percent and the total opearting expenses up 5.2 percent.

He said Beverly Hospital's budget for the fiscal year starting

RATES—
(Continued on Page 2)

Oct. 1 was set this week by the trustees at $18,585,300. "This is up $910,800 over the $17,674,500 total projected operating expenses of the current year."

"This is an increase of only 5.2 percent at a point in history in which inflation is equationally running better than 10 percent.

"The control which Beverly Hospital has been exerting on costs is a tremendous compliment to the physicians, the administrators, supporting personnel and trustees. A prodigious effort was made all through this past year by the hospital to contain and control costs.

"The success of the efforts of the administration is reflected in this budget and is to be applauded."

The primary reason necessitating the increased rates, Spaulding said, "is a flattening or even projected reduction in growth of inpatient days and a corresponding shift to increases in less costly outpatient care. The 'no growth' situation has forced the hospital to make difficult decisions in order to meet expenses," he said.

According to the Massachusetts Hospital Association, rate increases throughout the state will range from 6 percent to 32 percent. All hospitals are required to submit proposed budgets to the State Rate Setting Commission each year for approval prior to any increase in rates.

g tough on unpaid bills

By E. J. BROWN
Times Staff Writer
7.14.78

SALEM—If you don't pay your hospital bill, you may end up in court.

Two North Shore hospitals—Beverly and Salem—have markedly stepped up their bill collection over the past three years, figures show And three other North Shore hospitals take a stern view of patients who try to get away without paying.

"If somebody's trying to rip you off," said William Sheridan, supervisor of fiscal services at Hunt Memorial Hospital, Danvers. "you're going to put it to him."

Bills are also serious business at J.B. Thomas Hospital in Peabody and North Shore Children's Hospital in Salem.

Figures make it clear that Beverly and Salem Hospitals are seeking out their debtor patients with increasing vigor.

At Beverly, a private non-profit hospital, the number of debts pursued in court has increased 500 percent in the last four years, according to a study by North Shore Community Action Programs. In 1974, the hospital took only 4 cases to Peabody District Court; in the nine-months period ending in May, 1978, the hospital took 21 cases to the court, the study says.



CARL SPEAREL
... 'we can't afford free care'

Salem Hospital, also a private institution, is now taking debtors to court at twice its former rate, according to the study by the anti-poverty agency. In the five-year period ending in September 1976, the hospital took 143 cases to court. In the past two years alone, it has prosecuted 104 cases.

Hospitals are willing to be tough. North Shore Children's Hospital, for instance, has placed a $1,500 lien on the home of a Stoughton man. Hospital administrator George Demeritt won't rule out the possibility of selling the house to collect the debt (separate story).

But hospitals argue that they have no choice.

Administrators say their budgets have been hit by outdated insurance

Hospital, page 10

regulation that all non-profit institutions must provide charitable services. Hospital administrators aren't sure, however, just how much free care they are obligated to provide under IRS regulation 501 c-3.

Edward O'Keefe, chief administrator at J. B. Thomas Hospital, a municipal hospital in Peabody, interprets the rule to mean free care and reduced rates must be provided for anyone who seems to need it.

"We have cases every month before the Board of Trustees," said O'Keefe. "People have a couple kids in school and don't want to break the bank over a medical bill."

At J. B. Thomas, the shortfall in insurance payments and other forms of free care account for about 12 percent of the $8 million budget every year.

Free care imposes similar burdens at North Shore Children's Hospital, according to Ronald Hill, an assistant administrator.

Last year, for instance, the hospital had to write off 60 percent of the bills it sent to people who were not covered by either welfare or insurance, Hill said.

"This hospital is definitely responding to pressure to collect debts," Hill said.

Hill said collection costs themselves are rising—some agencies charge up to 50 percent commission to collect hard-to-get money.

At Hunt, a municipal hospital, Sheridan reported that Blue Cross "will question any write-off" before picking up a 25 percent share of the uncollectable debt. Salem Hospital Administrator Michael Geaney blamed that fact for his institution's collection policy changes last year.

"Tightening the belt" on collection at area hospitals generally means two things.

The hospital may reduce the number of days allowed before sending an account to collection. The average now is about 120 where before it ran as long as 180 days in some places. Some hospitals, such as Hunt, review their accounts daily.

"That may sound a little crazy," said Sheridan, "but we may make a phone call and have someone say they'll be sending a payment on July 1. On July 3 we check, and if it's not received, we call again."

J. B. Thomas used to take as long as a year to collect bills. Now that hospital's collection time has been cut to six months.

In some cases action starts even before any time has elapsed.

Hunt Hospital places an immediate lien on the property of both parties involved in any auto accident, according to Sheridan. He said that it may take five years for financial liability to be determined in an accident, or in a workmen's compensation cases. In the meantime, lawyers for all parties are advising their clients not to pay.

"Liens are routine procedure," said O'Keefe matter-of-factly . . .

(If a lien is placed on property, the hospital has the legal right to collect its money directly from the buyer if the property is sold. A lien also gives the hospital power to force the sale of property to collect its debt.)

"Once you put a lien on a property, people somehow turn around and find the money to pay," said O'Keefe.

However he added that his hospital has never forced the sale of a property.

Neither has Hunt, but Sheridan said the hospital has come close. In one case, he said, the debtor came up with the money only hours beforehis property was scheduled to be auctioned at a sheriff's sale.

Hospital financial officers stressed that they're willing to make reasonable arrangements for a debtor who simply lacks the money to settle his entire bill quickly. Most hospital spokesmen say their institution will take payments of less than $5 a month on bills up to $2000, depending on circumstances.

Hospital offering walk-in sports clinic

TIMES 9.28.78

BEVERLY — A walk-in sports injury clinic will begin Oct. 2 at the Beverly Hospital.

The clinic will be open every Monday from 9-11 a.m. in the outpatient department. No appointment is necessary.

Acute sports injuries will be seen on an emergency basis at any time through the Beverly Hospital emergency room.

Doctors James Hewson, Pierre Biron, Peter Germond and Kenneth Gregg will staff the clinic. All are orthopedic surgeons on the hospital's medical staff.

Consultants in other specialties will be called as necessary. Physical and occupational therapists and orthopedic technicians will also be made available for a convenient, proficient and coordinated approach to the variety of problems which usually arise in sports injuries.

In addition to diagnosis and treatment of injuries, the physicians will provide a detailed outline of the individual's ability to participate in sports, including specific limitations.

The clinic is open to all area residents, with emphasis on students injured while participating in school sports.

Beverly Hospital starts sports injuries clinic

NEWS 9.29.78

BEVERLY — Beverly Hospital will initiate a unique, walk-in sports injury clinic Monday, Oct. 2. Although the clinic will be geared to students injured while participating in school sports, it will be open to all area residents.

The clinic will be open Mondays from 9 to 11 a.m. in the outpatient department. In addition to the diagnosis and treatment of injuries, the physicians staffing the clinic will provide a detailed outline of the individual's ability to participate in sports, including specific limitations.

No appointment is necessary and the clinic will be staffed by Drs. James Hewson, Pierre Biron, Peter Germond and Kenneth Gregg. All are orthopedic surgeons on the hospital's medical staff.

In addition to the regular staff, consultants in other specialties will be vavailable as will physical and occupational therapists and orthopedic technicians.

Acute sports injuries will continue to be seen on an emergency basis at any time in the hospital's emergency room. The clinic is an addition to the services and not meant to replace any, according to a hospital spokesman.

Salem Hospital rates up $10

SALEM — A $10 increase in most daily patient room charges at Salem Hospital becomes effective Sunday.

Approved by the Massachusetts Rate Setting Commission, the new rates represent an average increase of 7½ percent over existing rates.

"The increases are necessary to cope with inflation as projected

HOSPITAL—
(Continued on Page 2)

in the Intensive Care Unit, the daily rate will increase from $300 to $350. The Cardiac Care Unit rate will go up from $285 to $300.

Increases have also been approved for the Operating and Recovery rooms, as well as for

(Continued from Page 1)

several auxiliary services.

Other North Shore hospitals also plan Oct. 1 rate increases. At Beverly Hospital, semi-private rooms will go from $115 to $119 daily. The average increase there will be 3.6 percent, according to a hospital spokesman.

Semi-private rooms at Lynn Hospital will increase to $149-$153 a day under the new rates. Union Hospital, also in Lynn, will raise semi-private and private daily room charges by $3.

Municipal hospitals in this area instituted rate increases July 1, the first day of the current fiscal year.

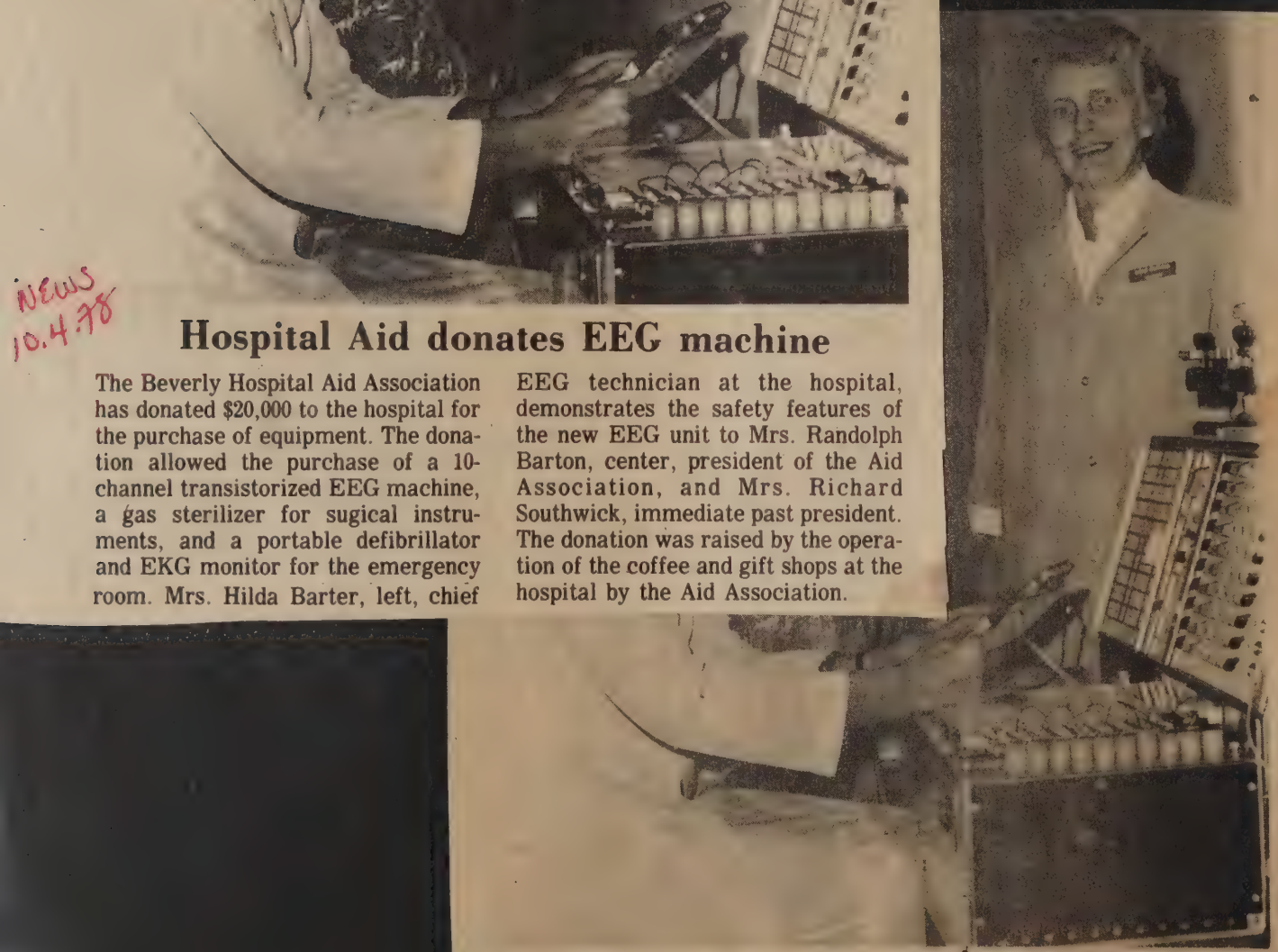
Charges at the Mary A. Alley Hospital in Marblehead went up $6 across the board. Both Hunt Memorial Hospital in Danvers and J.B. Thomas Hospital in Peabody experienced $6 to $7 increases.



NEWS
10.4.78

Hospital Aid donates EEG machine

The Beverly Hospital Aid Association has donated $20,000 to the hospital for the purchase of equipment. The donation allowed the purchase of a 10-channel transistorized EEG machine, a gas sterilizer for sugical instruments, and a portable defibrillator and EKG monitor for the emergency room. Mrs. Hilda Barter, left, chief EEG technician at the hospital, demonstrates the safety features of the new EEG unit to Mrs. Randolph Barton, center, president of the Aid Association, and Mrs. Richard Southwick, immediate past president. The donation was raised by the operation of the coffee and gift shops at the hospital by the Aid Association.



Mrs. Hilda Barter, chief electroencephalogram technician at Beverly Hospital, demonstrates safety feature of new machine to Mrs. Randolph P. Barton, center, president of the Beverly Hospital Aid Association, and Mrs. Richard H. Southwick, immediate past president. The added feature on the 10-channel transistorized machine, purchased with part of a $20,000 gift from the aid, minimizes the possibility of electric shock to patients being tested for brain wave abnormalities. Also purchased with the donatiion were a surgical sterilizer and cardiac therapy equipment.

Collective service of 81 years

NEWS 10.4.78

Two hospital officials retire

BEVERLY—Charles W. Higgins Jr., director of general services, and Lester W. Finney, director of fiscal services, retired from Beverly Hospital effective Oct. 1.

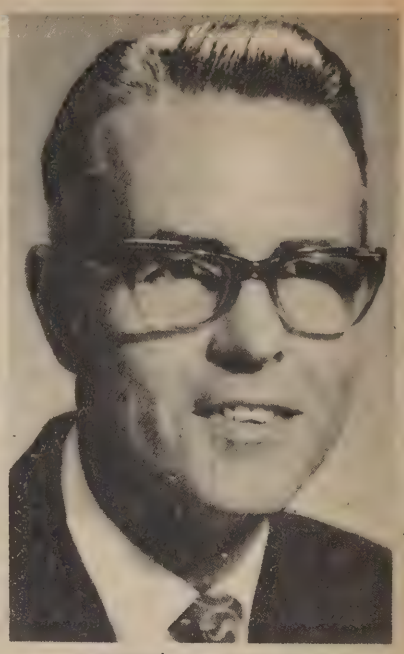
Long-service employees, Higgins and Finney have collective terms of 81 years of employment at the hospital.

Higgins was born a short way from the hospital on Herrick Street. His father was the hospital's first chief engineer. Higgins was first hired in 1929 as a groundskeeper and he also worked in housekeeping and the maintenance deaprtment. He graduated from Beverly High School and Bausheck Engineering School in Salem, and he continued his post-graduate education in engineering.

He became chief engineer in 1942 and eventually assumed charge of the maintenance department. He



CHARLES W. HIGGINS JR.



LESTER W. FINNEY

the United Shoe Machinery Corp. ... praised the men for their years ...ommitment and service. ...se gentlemen have made ... valuable contributions to the ... and objectives of Beverly ...tal over the years. We shall ... their loyal friendship and ...ated services," he said.

Dr. Maloney elected to surgical society

TIMES 10.5.78

BEVERLY—Dr. Randolph D. Maloney was elected an active member of the New England Society for Vascular Surgery at its annual meeting in Dixville Notch, N.H., Sept 28-29.

One of the youngest members ever elected, Dr. Maloney presented a paper on arterial embolism, culminating four years of research at Massachusetts General Hospital in Boston. He is a visiting surgeon on Beverly Hospital's active medical staff.

Membership in the society is limited to surgeons certified by the American Board of Surgery and in good standing with their state medical society. The surgeon's credentials must indicate an acceptable commitment and competence in clinical practice or research in vascular surgery.

To be eligible for active membership, the surgeon must also have achieved distinction in the peripheral vascular field by meritorious contributions to the knowledge or treatment of vascular diseases.

Dr. Maloney is director of surgery at Massachusetts Rehabilitation Hospital, clinical associate in surgery at Massachusetts General Hospital, and research associate in the MGH Vascular Research Laboratory.

His paper on arterial embolism was co-authored with Dr. William M. Abbott, chief of vascular surgery at



RANDOLPH D. MALONEY
...visiting surgeon

MGH and associate professor of surgery at Harvard Medical School.

The publication will update a series of research studies started in 1937 on diagnosis and treatment of peripheral arterial emboli. When published, the research will represent the largest series of patients ever studied for cause and effect of arterial blood clots.

CPR classes at hospital

TIMES 10.13.78

BEVERLY—Beverly hospital will offer classes in cardiopulmonary resuscitation (CPR) to area residents beginning Oct. 24.

The four-hour "Heartsaver" course will be taught in accordance with standards of the American Heart Association. Hospital personnel who have been certified by the AHA will instruct the monthly classes.

The first course on Oct. 24 will be held from 6 to 10 p.m. in the hospital's continuing education classrooms. Successive classes will be offered on the second Tuesday of each month, beginning Nov. 14.

Registration for the course may be scheduled by calling the Public Relations Office. Class size will be limited to 20 participants, and a charge of $1 will be requested to cover the cost of materials.

Course content includes basic heart and lung anatomy and function, risk factors and prevention of heart attck, warning signs of cardiopulmonary arrest, and performance of resuscitation techniques.

The Heartsaver course was developed in a national effort to reduce the number of deaths due to heart attack. The American Heart Association estimates that of the one million people suffering a heart attack each year, approximately 350,000 will die before reaching the hospital.

Puppets entertain

TIMES 10.16.78

BEVERLY—Two puppets with friendly faces will soon become familiar to children entering the Beverly Hospital, the hospital announced.

"Rowlf" and "Zak" are the main attraction of a new program designed to introduce children to hospital routine and allay their fears.

The program includes a tour of the admitting office, X-ray department and laboratory. Routine tests are demonstrated and explained.



Chris Drohan, a pediatric staff nurse, shows her friends Zak and Rowlf—puppets which are being used to reassure children at Beverly Hospital.



JAMES R. BROWN, M.D.

TIMES 10.25.78

Tufts appointment

Dr. James R. Brown, a pathologist at Beverly Hospital, has been named Assistant Clinical Professor of Pathology at Tufts University School of Medicine.

He will instruct second year medical students in the pathology of kidney and respiratory diseases.

Dr. Brown is a magna cum laude graduate of Boston University School of Medicine. He was the recipient of numerous honors, including membehip 1n the National Medical Honor Society Alpha Omega Alpha and the Mass. Medical Society's award for outstanding medical school graduate in 1964.

A diplomate of the National Board of Medical Examiners, Dr. Brown is certified in Anatomic and Clinical Pathology by the American Board of Pathology. He is a fellow of the American Society of Clinical Pathologists, and a member of the American Medical Association and New England Society of Pathologists.

Dr. Brown was appointed to Beverly's medical staff in 1972.

TIMES 10.25.78

Film session

A film festival relative to dealing with handicaps will be held in the Beverly Hospital Lecture Hall on Nov. 7 from 7 to 10 p.m.

Sponsored by the Physical Therapy Department, the program is free of charge and open to the public.

Films to be shown include "Access" on architectual barriers, "Celebrate" on handicapped involvement in sports With concentration on amputees, and "Run Dick, Run Jane" on aerobics and cardiac conditioning.

Guest speakers will be present from the Architectural Barriers Board and New England Handicapped Sportman's Association.

by February's blizzard

fini-
cep-
for
re-
riod
orm
men
rces
ine-
wer

children because of the increased use of birth control and because people still had TV, radio and stereos to distract them, Buckley said.

'If it hadn't been for ... contraception ... TV and Mike Dukakis ... births would have broken all past records.'

Dr. Frederick Buckley

But even with birth control, area hospitals have already experienced increased activity on the maternity wards, and upcoming due dates show an impending onslaught.

"It looks like we will be having twice as many births as normal in November," Buckley said.

Area hospitals are not offering any special "Blizzard Baby" t-shirts as some Boston hospitals are, but an aide at Salem Hospital said she was steeling herself for a "wing-dinger of a month."

Hunt Hospital in Danvers has 24 maternity bookings for the next two weeks, about ten more than the normal two week total, a hospital spokesman said.

Beverly Hospital is expecting 15 to 20 percent more

Babies, page 24

Babies

Continued from page one

maternity admissions than normal in the next two weeks, Chief of Obstetrics Dr. Henry Ramini reports.

"This could be just normal variation. With contraception, people who want to have babies do and those who don't ... generally don't," Ramini said.

In an average month, there are 50 births at Beverly Hospital but even without a blizzard, sometimes this swells to as many as 65, Ramini said.

Buckley said births are always subject to variation. Fluctuations in the number of births each month are attributed to seasons and events, he said. For example, nine months after all the June weddings, and after holidays, births usually surge, but nine months after income tax time, births fall off.

But the statistics Buckley has seen for this month indicate more than normal variation, he said.

While the blizzard did not precipitate as many unplanned babies as the dark hours of 1965, there was still a significant increase of presumably unplanned babies because people may have been caught at home without contraception, or they may have forgotten to use it, Buckley said. Those using the pill probably did not have accidents, he said.

TIMES 11.21.78

Hospital host to GE group

BEVERLY-Beverly Hospital was host to the directors of the General Electric Good Neighbor Fund recently. The occasion was to honor the fund for its continuing support of the North Shore Regional Kidney Dialysis Unit and to acquaint the directors with the advances made in the treatment of kidney patients.

Mrs. Lee Herter, second vice president of the hospital board, welcomed the guests and extended special thanks to Hospital Trustee Amelio Cucinelli. Cucinelli, retiring from the board this year, was also credited for making the initial contact with the fund directors. In the past, he served as co-chairman of the Fund Drive for the Alt Building and was instrumental in the construction of the helicopter pad.

Dr. Joel Shelkrot, director of the unit, traced its growth from a two-bed unit to the current facility that is operating three shifts per day, six days per week with 11 dialysis stations.

The General Electric employees at the Lynn and Everett plants conceived and organized the Fund in 1954 and operate the Fund through their elected representatives. Acting for the 10,000 General Electric employees, the Fund Board considers and investigates all reques s for financial help and then decides on the allocation of funds. Since the Fund's establishment, the employees have contributed more than $6 million to area health, welfare and charitable organizations.



Certificate of appreciation and a T-shirt are presented to Jeffrey Ryer of Corning Street, Beverly, on behalf of non-smokers. Presentation was made by Dr. Milton Payne, president of the American Lung Association of Essex County, and Mrs. Edythe Ghen, president of Fresh Air for Non-smokers. Ryer is a junior at Beverly High School.



GE's Good Neighbor Fund backs kidney unit

General Electric's Good Neighbor Fund was ... second vice president ... f the hospital board; Trustee ...io Tosi, formerly with GE ...esident of the Good Neighbor

DANVERS HERALD 12.28.78

...ES 11.28.78)



MRS. THOMAS PESOLA of Danvers took her new daughter home from Beverly Hospital in gift wrap appropriate for the season. Kirstin Amanda, two weeks old, was one of the first babies to be discharged in a large red stocking made by hospital seamstress Dora Gallo (left) and Beatriz Gesualdi (right). Dorothy Doud, center, is maternity coordinator. Mrs. Pesola is chief physical therapist at the hospital.

TIMES 12.18.78

best wishes accompanied by the happy smile of jolly Jack Good.

The nurses and patient Gary Sutherland on Beverly's Sears ward for children decorated their first prize windows with an original poem. It is simple, sincere and worth sharing.

Rowlf and Zak are two puppet characters. Here is the poem.

CHRISTMAS WITH ROWLF AND ZAK
Christmas on Sears Ward
For Rowlf and for Zak
Meant Santa was coming
With a pack on his back.
They each made a list
Of the toys they would like
Hoping Santa would bring them
On Christmas Eve night.
Their note was sent late
Rowlf and Zak were in fear
Would Santa remember
To see them this year?
But the mailman was quick
Not a note did he leave
He made sure the wishes
Would arrive Christmas Eve.
The orders were filled
From many a mile
The elves worked quite hard
But all had a smile
They then filled his bag
With all of the toys
That Sears Ward would need
For the girls and the boys.
The sleigh was prepared
The reindeer attached
They were ready to go
When the gate was unlatched.
Gary was waiting
To see break of day
Wondering what presents
Santa brought in his sleigh.
Rowlf and Zak trimmed their
Tree with such care
It was covered with bulbs
Not a limb did they spare
Rowlf and Zak hung their stockings
By the chimney with care
And left a plate full of cookies
By the old rocking chair.
At last it was time
What treats were in store
Santa had arrived
With presents galore.
Rowlf says have fun
Zak wishes good cheer
Merry Christmas to all
And a Happy New Year!
How could it be said any better?

* * * * * * * * *



Shaded area shows the location of the proposed addition to Beverly Hospital. Existing building is shown in outline; dotted lines indi-

Be
Thursday, December 2

Help so

Beverly H

BEVERLY — The administra

HOSPITAL (Continued from Page One)

Beverly Hospital plans $10M project

...14 take up to

By ROLAND CORNEAU
News Staff

BEVERLY — A five-year, $10 million reconstruction project, aimed at modernizing and reorganizing health care, is planned at Beverly Hospital.

The North Shore Health Planning Council, the powerful federally-required regulatory advisory board, will be in receipt of the Beverly application sometime next month.

Administrator Craig S. Slater informed the Beverly Community Council of the plans Wednesday noon during a luncheon at the Commodore Restaurant.

While the project has been in the planning stages for two-and-a-half years, Slater, last month, began explaining to area hospital officials the basic proposal.

Admitting that details were "vague and sketchy", Slater said the thrust of the project would center on the construction of a support building, the enlargement of the kidney dialysis center (from 11 to 23 beds) and the relocation of the hospital's surgical services.

Besides the service building, the only other actual construction will be for a corridor linking it with the building. Some demolition will be necessary.

While the project will be financed through a public fund drive and special bond issues, Slater sees a modest $1 increase in the room rates (from $119 to $120 for a semi-private room) and about a 20 percent hike in ancilliary charges to help defray the cost of the modernization plan.

"The $10 million is basically for quality of service rather than expansion of service," Slater told council members, adding, "with the exception of the dialysis center and surgical areas, we are just trying to meet new technology and provide for a more efficient approach to the handling of our patients."

Slater said, in fact, that the overall plan calls for a reduction in the number of beds from 243 to 225.

HOSPITAL—
Continued on page 2

of every American organization there receive regular briefings from the American ambassador.

Nightlife for Americans has come to a halt, however, as there is a nightly curfew.

"Basically

According

nians he has met are friendly, very religious and patient. He was very impressed with the various crafts of the mostly Shiite-Muslim society.

"It could be a great country to

He stated that American officials and companies have given no indication they won't be able to continue their various tasks, and he is not goi... to worry ...til that starts

Council is ...
Jan. 8 at the Essexba...
ters in Peabody ...

TIMES 1.2.79



She's the first to arrive in 1979

Tiny Christina Elizabeth L'Abbe entered the world at 4:02 a.m. yesterday to become Beverly Hospital's first baby of 1979. Christina, who weighed in at 7 pounds, 9 ounces, is the first child of William and Kathleen L'Abbe of 11 Barr St., Salem. Her maternal grandparents are Mr. and Mrs. Joseph Kenny of Salem. Paternal grandparents are Mr. and Mrs. Rene L'Abbe, also of Salem. (Turcotte photo)

always [illegible] record the special New Year's celebrations [illegible] happy families. The first North Shore baby of 1979, in the photo at left, is Christina Elizabeth L'Abbe of [illegible] hospital at [illegible] ounces. She is held [illegible] parents, Kathleen and William L'Abbe. Arriving at 6:52 a.m. at Salem Hospital was Benjamin Prince of Beverly, 6 pounds, 5 ounces, held by his

g doors... and windows...



Junior High School were Maur-
nd Kelly LeComte.



Dan Murphy, editor of the Beverly Times, judges a decorated window at Beverly Hospital. Other judges were Ruth Taylor, radio station WMLO, and Norm Durkee, WESX.

rees



roup from Beverly High School perform during lighting of Beverly Hospital Christmas tree.



BONNIE JACQUES...and Nicole

Here is Nicole: City's first baby

BEVERLY—Beverly's first baby of the year was such a surprise to her parents that she at first didn't have a name.

"I didn't expect her for another few weeks. I figured I had plenty of time to think up a name," Bonnie Jacques, of 15 Goldsmith Ave. said of her first child, born at 9:26 a.m., Thursday and weighing seven pounds, five ounces.

After some consultation with her husband David, the name Nicole was chosen.

Besides being taken by surprise by the early birth of her new daughter at Beverly Hospital, Mrs. Jacques was unaware of the honors bestowed on Beverly's first baby of the year.

"It was really surprising. I never gave it a thought. But it's really nice," Mrs. Jacques said.

Mrs. Jacques, and her husband David, who is employed at Boston Gas in Beverly, will be showered with gifts from local merchants. They are the winners of the New Year's Baby Contest sponsored by merchants in cooperation with the Beverly Times.

The gifts are a pair of Stride Rite shoes from Alcon's, a $10 gift certificate from Desjardins of Beverly, a Cool Mist Humidifier from Tiltons Pharmacy, a warming dish from Dawson's Hardware, a $10 gift certificate from Almy's, a $5 savings account at Beverly National Bank, a food grinder from Stern's Natural Food Center and a child car seat from Ocean Pontiac.

Mrs. Jacques said her baby's $5 bank account would definitely be set aside for her higher education and that she would use the Almy's gift certificate to buy baby clothes.

'ed a tip from the es' that saved his life

By NELSON BENTON
News Staff

IPSWICH — Practically any night of the week one can turn on the television set and watch cops and doctors saving lives. But when William Wooley of Estes Street started watching a segment of "60 Minutes" last spring it led to a chain of events that probably saved his own life.

Visiting at a friend's home in Danvers, Wooley happened to walk by the television and hear one of the "60 Minutes" reporters talking about people who had developed cancer as a result of having received radiation treatment years ago in an effort to cure their thyroid problems. He immediately became interested since only a few years earlier his mother had casually mentioned that he had had a thyroid problem as a child in the 1950's and had received such treatment.

Wooley became absorbed in the show which told of how radiation treatment had been a common procedure years ago and that many of the people who had received such treatment were just now developing cancerous growths.

According to a spokeswoman at the Cancer Information Center in Boston, the practice of using radiation to treat thyroid problems has long since been discontinued. But since thyroid cancer has a long latency period (between 5 and 15 years), people are just now discovering that they have the disease.

The chances of someone contracting thyroid cancer under normal circumstances, studies show, is about one in 27,000. However, for those who have received radiation treatment, the odds increase tremendously so that in one University of Chicago study, a quarter of those surveyed who had received such treatment had some kind of thyroid problem, and seven out of 100 had cancer.

In light of the frightening statistics, many hospitals which used to administer radiation treatment routinely years ago have been sending out letters to those so treated advising them to have a check-up.

Wooley never received such a letter, but after watching that episode of "60 Minutes" he wasted no time in making an appointment for a check-up of his own.

In fact the very next morning Wooley was on the telephone calling one general practitioner after another until he found one who could see him right away. The doctor he finally went to one in Beverly prescribed a "thyroid scan."

The scan was performed at Beverly Hospital, and while physicians there were able to detect a growth on Wooley's thyroid gland, they could not determine whether it was cancerous without operating.

Two months later Wooley was on the operating table at Beverly Hospital where surgeons found that the growth was indeed cancerous and removed a large section of the thyroid gland.

Had Wooley waited much longer, the job of eliminating the cancerous cells from his body would have been even more difficult.

The operation itself wasn't bad, Wooley recalled, and he was only in the hospital for a week.

"You think of cancer as being something gigantic," he said. But as far as operations go, he continued, "it was worse with my tonsils, and it was worse with my appendix."

The incision has left him with a rather gruesome-looking scar across his throat, however. And as a result of having lost almost all of his thyroid gland, which controls one's metabolism, Wooley must take medication daily to keep his body functioning properly.

Wooley, 25, is a graduate of Gordon College, and this month began work as the assistant minister at the Byfield Parish Church up near Newburyport.

Before last spring, Wooley commented, the thought of cancer not something he thought about too seriously, "like the automobile accident, it's always somebody else."

Dut, he added, "it took '60 Minutes" to really slap me in the face about it and shake me up." And the consequences of not having happened to see that particular program one Sunday night he doesn't even want to think about.

Hospital technologist sings La Traviata in his spare time

Be Times 1/11/79 Pg 3

BEVERLY-Strains of "La Traviata" are not the sound you would expect to hear in Beverly Hospital's pulmonary function laboratory.

When Steve Morin is working, however, this might not be an unlikely occurrence. Morin, who works as a cardiopulmonary technologist, sings with the Concert Opera Association in Boston.

A resident of Beverly, Morin was born and brought up in Hamilton in a musical environment. His grandmother was a singer, pianist and violinist; his father a band musician; his mother a violinist and harpist.

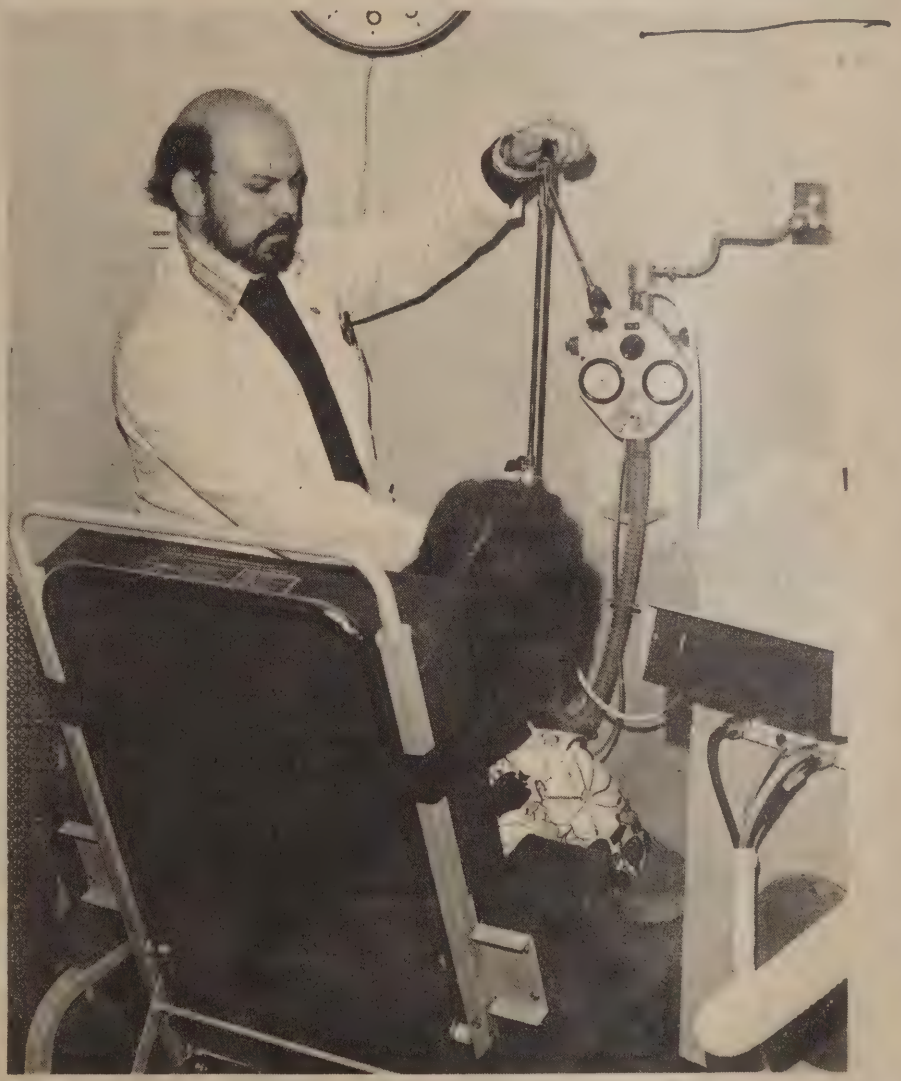
"I've been singing since I was 9 years old, starting as an alto in church and children's choirs," Morin recalls. Now a tenor, he is also a pianist and church organist.

His musical education began at Huntington College in Indiana Heights. He later transferred to Gordon College and some courses at the New England Conservatory. Morin is now finishing his degree work at Goddard College in Plainsfield, Vt., and experts to graduate in April, 1980.

The Goddard program is one of self-directed study. Morin spends to weeks at the college, then returns to the North Shore for six months, structuring his own courses and work plan. This provides greater flexibility for singing, rehearsals, study and his job at Beverly. A ten-year employee, Steve was a respiratory therapist before taking his job in pulmonary function.

Steve sings musical comedy, operetta, opera and recitals, both in college and on his own. He has performed with the Boston Summer Opera Theatre and sang with Sarah Caldwell and Robert Shaw at the Opera Company of Boston last season.

He is currently understudy for the lead in "Lucia Di Lammermoor" with the Concert Opera Association.



On the job, Steve Morin assists a patient at Beverly Hospital. In his spare time, he's a tenor with the Concert Opera Association of Boston.

Beverly Hospital reports loss from operations

TIMES 1.23.79

BEVERLY—The Beverly Hospital announced a $96,062 loss from operations at the annual meeting yesterday in the hospital lecture hall.

Six retiring members of the Board of Trustees were honored for their service, and six trustees were elected to replace the vacated seats on the Board.

Hospital Treasurer Frederick Kauders announced the Hospital's revenue in 1978 as $17,523,340 and expenses at $17, 619,402, resulting in a loss from operations. Kauders announced that the medical facility operated within five-tenths of one percent of its total operating revenue.

Josiah A. Spaulding, president and chairman of the board, recognized the trustees retiring from service and thanked them for time and effort voluntarily devoted to overseeing general operation of the Hospital.

Retiring trustees were Amelio Cucinelli (nine years service); Barnard P. Todd, M.D., (seven years); and Bertram Glovsky, Frances M. Moran, Thomas Fitzgibbon and F. Fulton Sears (six years service), and Richard K. Thorndike, 16 years service.

New trustees elected are Dean E. Cogswell, Wenham; S.DK. Derderian, Beverly FArms; John E. Glovsky, Prides Crossing; William J. McDonald, Beverly Farms; Dr. William J. Otto, Jr., Manchester; and Susan Wiltshire, Hamilton.

Officers of the Board elected for the next year are Josiah A. Spaulding, president; Roger M. Silsby, first vice president; Mrs. E. Miles Herter, second vice president; Frederick Kauders, treasurer; Tannant Cutler, secretary; John B. Eliot, assistant treasurer; James M. White, Jr., assistant secretary.

Appointed members of the Hospital Corporation are the follow ing: from Beverly-Devin M. Burke, Armand Fortunato, Dr. James S. Hewson, Dr. Russell J. Rowell, Dr. George Traicoff, Flavio Tose; from Manchester-Anthony Brown, Mrs. Shepard Brown, Dr. William J. Otto, Jr., Mrs. F. Fulton Sears, Christopher Weld; from Prides Crossing-John E. Glovsky, Robert F. Kertz; from Hamilton-Forrester A. Clark, Jr., Mrs. Mary E. Ketcham, Mrs. James D. Wiltshire.

Also, from Wenham-Dr. Philip D. Herrick; from TopsfieldJay Stewart; from Danvers-Wilbur Cobb; from Essex-Donald Goodhue, Dr. Charles A. Herrick, Mrs. Edwin P. Story.

Hospital reports loss of $96,062

BEVERLY — Beverly Hospital, a privately-owned medical facility, reported a loss of $96,062 during the past calendar year, members of the Board of Trustees were told during its annual meeting .

However, while revenues of $17.5 million were down just a little to cover expenses, Treasurer Frederick Kauders announced that the hospital operated within five-tenths of one percent of its total operating revenue.

Seven retiring members of the Board of Trustees were honored for their service and seven trustees were elected to replace vacant seats on the board.

Josiah A. Spaulding, president and chairman of the board, recognized the retirees for their service.

They included Amelio Cucinelli, nine years service; Dr. Barnard P. Todd, seven years; Richard K. Thorndike, 16 years; Bertram Glovsky, Frances M. Moran, Thomas Fitzgibbon and F. Fulton Sears, all with six years of service.

Newly-elected trustees were Dean E. Cogswell, Wenham; S. K. Derderian, Beverly Farms; John E. Glovsky, Prides Crossing: William J. McDonald, Beverly Farms; Dr. William J. Otto Jr., Manchester and Mrs. James D. (Susan) Wiltshire, Hamilton.

Board officers include President Josiah A. Spaulding; First Vice-President Roger M. Silsby, Second Vice-President Mrs. Miles Herter, Treasurer Frederick Kauders, Secretary Tarrant Cutler, Asst. Treasurer John B. Eliot and Asst. Secretary James M. White Jr.

Appointed members of the Hospital Corporation are: Essex County District Atty. Kevin M. Burke, Asst. Schools Supt. Armand Fortunato, Dr. James S. Hewson, Dr. Russell J. Rowell, North Shore Community College President Dr. George Traicoff, Flavio Tosi, all of Beverly.

Also, Anthony Brown, Mrs. Shepard Brown, Dr. William Otto Jr., Mrs. Fulton Sears and Christopher Weld, all of Manchester; John E. Glovsky, Robert F. Kurtz from Prides Crossing; state Rep. Forrester A. Clark Jr., Mary E. Ketcham and Mrs. James D. Wiltshire of Hamilton.

Also, Dr. Philip D. Herrick of Wenham, S. Jay Stewart of Topsfield, Wilbur Cobb of Danvers, Donald Goodhue, Dr. Charles A. Herrick and Mrs. Edwin P. Story, all of Essex.



Medical and rescue personnel work to free Hamilton youth. (Ralph Turcotte photo)

Rescuers take hour to free two youths

By LINDA CORMAN
Times Staff Writer

HAMILTON — A large number of emergency personnel, including police and firefighters from four municipalities and a trauma team from Beverly Hospital, freed two men from a demolished car yesterday in a one-hour rescue mission on Highland Avenue.

Kevin Mahoney, 17, of 5 Crescent Road, who was pulled from the vehicle he was driving about one-half hour after the accident, is in stable condition at Cable Hospital in Ipswich. He is being treated for face

Accident, page 4

Emergency Room nurse Lara Phillips and I.V. therapist Ellie Corson, were brought to the scene by Beverly police.

Elliott was finally removed to Beverly Hospital at about 12:15 p.m. by Poor's Ambulance.

"There was very good cooperation with the police and fire departments. It used to be transportational — period," Dr. Chitrie said of policemen's handling of such accidents several years ago.

"The Emergency Medical Technician training has helped a lot. The police have become aware. They can now do self-help but they also know their limitations. They can assess when they're in trouble. The fact they called for a doctor shows this," the doctor said.

Dr. Chitrie said it was important he was called to the scene of the accident so that he could make sure, "there was a careful extrication to avoid more injury to limbs," and to order the intravenous feeding.

Initiation of the intravenous, besides staving off shock, allowed for the giving of medication, had that been necessary, the doctor said.

Rioux also said the rescue operation had been an outstanding communal effort.

The sergeant said no cause had been determined for the accident which is being investigated by both the Hamilton police and the Registry of Motor Vehicles.

TIMES
1.30.79



Josiah A. Spaulding, right, president of Beverly Hospital, offers gift and congratulations to Amelio Cucinelli of Beverly for completing nine years as a trustee of the hospital. The award was made at the hospital's recent annual meeting. (Ralph Turcotte photo)



Douglas Littlehale, chairman of Beverly Hospital's Planning Committee, outlines to the Hospital Aid association plans for a new addition. Among those present at the annual meeting were Mrs. Randolph P. Barton, who was reelected Aid president.

TIMES 2.5.79

Hospital Aid elects officers

BEVERLY-The annual meeting of the Beverly Hospital Aid Association was held Jan. 30 at the Commodore Restaurant.

Mrs. Randolph P. Barton, Aid president, introduced guest speaker Douglas Littlehale, who informed members of the Hospital's proposed plans for renovation and reconstruction. Littlehale is chairman of the planning committee of the Hospital Board of Trustees.

Mrs. Barton also announced the Aid's gift of $22,000 to the hospital for purchase of capital equipment. The funds are specified for a volume ventilator to sustain patients inrespiratory failure, a physiologic monitor toobserve vital signs of Intensive Care patients, a flash sterilizer for surgical instruments and a heart rate monitorfor use in the nursery and pediatrics department.

Elected officers of the Aid Association for 1979 are Mrs. Barton, president; Mrs. Shepard Brown, first vice president; Mrs. Paul Shuwall, second vice president; Mrs. Peter Simonds, treasurer; Mrs. Robert Madruga, assistant treasurer; and Mrs.Stuart Strong, secretary.

Help for smokers available

BEVERLY-Registrations are being taken for the Quit Smoking Program at Beverly Hospital. An introductory "open house" will be held Tuesday, Feb. 20. The program will run for seven evening sessions from March 5 to 22.

The program is led by ex-smokers, who use group support, speakers, and films to give each smoker help and information he or she needs to quit. Those interested should contact the American Lung Association of Essex County in Topsfield at 887-6055. There is a $10 fee and participants must register in advance.

Nurses complete course

TIMES 2.21.79

BOSTON — A number of North Shore nurses have graduated from a comprehensive course in emergency medical care, coordinated by the state Office of Emergency Medical Services.

The 140-hour course was sponsored by the Northeast Council of Hospital Inservice Educators and participating North Shore hospitals.

Among the graduates are Marguerite Geswell of Salem, and Arlene Wallace, Beverly, from Beverly Hospital; and Gail Casazza, Amesbury and Karen Morong, Newburyport, from Cable Memorial Hospital, Ipswich.

Also, Jacqueline Leary, Middleton, Joann Sullivan, Danvers, from Hunt Memorial Hospital, Danvers.

Also, Claire Beradino, Peabody, Sandra Jutras, Amesbury, from Salem Hospital; Kathleen Levesque, Barbara Schapero, Peabody, from Josiah B. Thomas Hospital, Peabody.

Aid group gives $22,000

NEWS 2.21.79

BEVERLY — The Beverly Hospital Aid Association has donated $22,000 for the purchase of equipment.

The announcement was made by Aid President Mrs. Randolph P. Barton at the association's annual meeting.

Douglas Littlehale, the chairman of the planning committee at Beverly Hospital, was the featured speaker, explaining to members plans for the proposed $10 million hospital renovation.

The funds, Mrs. Barton explained, will go towards the purchase of a volume ventilator for respiratory patients, a physiologic monitor to observe vital signs of ICU patients, a flash sterilizer for surgical instruments and a heart rate monitor for use in the nursery and pediatric ward.

Elected officers for 1979 were President Mrs. Barton, Vice-President Mrs. Shepard Brown, Second-Vice-President Mrs. Paul Shuwall, Treasurer Mrs. Peter Simonds, Assistant Treasurer Mrs. Robert Madruga and Secretary Mrs. Stuart Strong.

Hospital reaches out to Hamilton residents

TIMES 3.8.79

BEVERLY-The Beverly Hospital Corp. has made arrangements with Hamilton House for the long-term use of the bowling alley building at the Hamilton Community House as a medical office, the hospital announced.

A public relations spokesman said the hospital will seek to place two physicians in the building to provide medical coverage for the towns of Hamilton and Wenham.

C.G. Rice, president of Hamilton House, and Marjorie Davis, president of Community Service, were quoted by Hospital community relations director John Good as endorsing the decision.

Good reported that Community Service will save $°,000 in maintenance and operating costs and will receive revenues from the use of the building.

Building strength in times of crisis

Making death part of life

By RACHEL GAGNE

In the last 75 years, death has become a taboo, according to a hospital chaplain.

The Rev. Donald Hunt, coordinator of chaplain services at Beverly Hospital, says there is a need to resensitize people to death as the living end to all things.

"Accepting death makes present life more meaningful," Rev. Hunt told a group of professionals at a recent meeting of the Cape Ann unit of the American Cancer Society.

The meeting in the First Baptist Church was aimed at informing counselors, teachers, clergymen and medical professionals how to help the cancer patient and family cope with crisis.

Nancy Green, director of service and rehabilitation for the American Cancer Society in Massachusetts, spoke about the funds and programs for cancer patients.

"Seventy-five years ago children saw death not nearly as threatening or unusual as today," Rev. Hunt said. "People died in their beds at home surrounded by their children.

"Today, with modern advancement and technology, we have lengthened life and caused changes."

Now, over two-thirds of people over the age of 65 die in medical institutions or nursing homes, according to Rev. Hunt. And now society regards death as a taboo, he said.

"Today the subject of death is avoided at all costs, and is especially not to be discussed with children," Rev. Hunt said.

A new group, Hospice, is out to change that. It houses terminally ill patients on the North Shore and deals with psychological problems.

"That's taking us back to dealing with a family situation in the '30s, when the family counted," Rev. Hunt said.

Rev. Hunt says there is a need to reemphasize a complete approach

Death page 9

They were just starting out. Or a [illegible] Each family [illegible]

Learning to live with cancer

By RACHEL GAGNE

"You haven't been feeling well for a few weeks," begins Cynthia Medeiros, a social worker at the Sidney Farber Cancer Institute in Boston.

"A doctor prescribes some antibiotics," she adds "but they don't seem to work. You are admitted to the hospital. The doctor comes in and says 'We think you have cancer.' "

Ms. Medeiros set the scene for the American Cancer Society's meeting aimed at aiding professionals to help cancer patients and their families.

The meeting, last week in the First Baptist Church on Middle Street, was sponsored by the Cape Ann unit of the American Cancer Society.

What was the audience reaction? "A chill goes through me," said one man in the audience. "I would be scared — horrified," said another.

"What if it happens to a loved one?" asked Ms. Medeiros, a clinical specialist.

Professionals replied that they, the professionals, would deny it or "feel a sense of helplessness."

"Cancer is seen as a catastrophic event. It doesn't happen to us. It happens to the person next door," said Ms. Medeiros.

Talking to a group of nurses, clergymen, counselors, teachers, and Cancer Society members, Ms. Medeiros stressed the importance of the professional "to learn what the family has been through, in terms of stress, and where they have developed mentally," she said.

Ms. Medeiros has her master's degree from the school of social work at the University of Maryland. She worked a year and a half at Johns Hopkins University in Baltimore, Md. before coming to Boston.

"It's a popular myth that cancer brings people together. And that is a myth. A weak unit won't get strong," Ms. Medeiros said.

But most important, Ms. Medeiros

Cancer page 9



grams while struggling with its financial problems.
even Morrison photo)

so it can be discussed at town meeting."

"There is sufficient concern in the town so that it will e discussed," he says. "A study report we saw last ear showed that a lot of people in the town are using ommunity House. The question is how do we support ?

"I hope that they (Community Service Inc.) will come o with a long-range financial plan. Perhaps they could ise the membership fees and possibly expand there," e says. "It's the general feeling of the Board of electmen that they could raise more money."

Mrs. Davis says raising the cost of memberships robably will not increase the amount of money taken n. "I think we would end up with about the same mount of money, because some people would not take ut memberships at the increased price. It would ba- ance out."

Community Service Inc. is now seeking new embers. A brochure is given out by the local Welcome Vagon, and 2,800 letters requesting memberships were

ership came in last

Along Bay Road



Happiest faces

Some of the happiest faces on the North Shore this week belong to members of Community Service Inc. and Hamilton House Inc., the groups that oversee the Community House. The announcement Wednesday that Beverly Hospital is renovating the vacant bowling alley so two doctors can move in is good news for Community House and the towns of Hamilton and Wenham.

Faced with financial problems, President Marjorie Davis, Program Director Barbara Rigol, Treasurer Ralph Lowry and Hamilton House President C. G. Rice have wondered for months how the building would remain above water. They examined several business proposals, but none apparently fit the public service requirement the Mandel family members wanted when they left the building to the town in September, 1921.

Through a conversation between Rice and hospital trustees Chairman Cy Spaulding, the plan began to form. This week it became a reality.

So now it looks like Hamilton will have practicing doctors in the town by summertime, for the first time in years. It is a nice coincidence that the offices will be right across Asbury Street from Patton Park. If a child is injured swimming, playing basketball or bicycling on Bay Road, medical attention will be immediately available.

The folks at Beverly Hospital are excited, too, for this gives them the opportunity to land more business at the hospital. Anyone visiting the Hamilton facility who requires x-rays, lab work or a specialist will be referred to the hospital. The North Shore is very competitive when it comes to health care.

And don't forget town officials in Hamilton and Wenham. They are happy, for now they may not have to come up with $8,800 for Community House. The selectmen and finance committees in the towns are wrestling with Gov. Edward King's tax cap proposal, and with the budget forecast looking grimmer than the weather, they were fretting about possibly cutting out or reducing the funding for the popular Community House.

***

Manchester . . .

Medical office proposed

By SUE HARRINGTON

MANCHESTER — The Planning Board is considering the effect a proposed medical facility would have on the surrounding neighborhood.

Dr. Steven Barrett of Magnolia Avenue recently outlined the need for a central medical facility in Manchester. According to his plan, the building would accommodate up to six doctors and support personnel.

The building would have between 3,000 and 4,000 square feet with adequate parking.

Chairman of the Planning Board George Shaw said the problem will be finding suitable property that will meet Dr. Barrett's specifications. He said one of the reasons for having six medical professionals involved is that, due to the high cost of land in the area, it seems to be the most economical way to finance such a building.

Planning Board members discussed how they would amend the bylaws to accommodate a medical building in a primarily residential area. There was concern for the effect on property values of abutters, the potential for generating increased traffic in the area, noise and the actual appearance of the building.

The idea of requiring site plan approval by the board and imposing a number of restrictions on the bylaw change sparked considerable debate.

"Dr. Barrett is asking us to make the laws more flexible to make the facility possible," said member Betty Stone. "If we put so many restrictions on the project that it is too expensive, then where are we?"

"We need to find some middle ground while protecting the cosmetics of the neighborhood," Shaw said.

The board indicated its consensus was that the town needs a centralized medical facility. It plans to draw up a list of recommendations — including site plan approval and limiting the number of medical professionals to three — and hold a public hearing. According to Shaw, the hearing will be held in the next two to three weeks.

Wenham . . .

Course offered adults on death and dying

By ROBERT McKEON
News Staff

WENHAM — The results of an adult education questionnaire circulated by the First Church in Wenham reveal that a number of town residents wish to participate in a program on the topic of death.

So the church has arranged such a program in the form of four sessions to be presented in the church on the four Wednesdays of this month: March 7, 14, 21 and 28. The community is invited to attend.

Featured speaker at the first session on Wednesday, at 7:30 p.m., will be Dr. Howard Stone, a practicing psychiatrist and member of First Church.

Dr. Stone is practicing at Hampstead Psychiatric Hospital in New Hampshire, as well as at Cable Memorial Hospital, Ipswich.

He will share his concerns and experiences with death and dying.

Speaker at the March 14 session will be the Rev. Donald Hunt, chaplain at Beverly Hospital. He will discuss terminally ill patients and how people can help them and become aware of what the patients are experiencing.

The Rev. Hunt was a parish minister for seven years and served for three years as chaplain at Norfolk Prison, and also as chaplain at two Boston hospitals.

Mary Jane Green and Jean Nelson, both of Rockport, will speak at the March 21 session. Jean is a seminarian and recently attended a weeklong workshop at a healing center in California.

A former teacher, Mary Jane Green has reared four children, and after the death of one of the children, she returned to college and earned a master's degree in counseling.

She is serving as a social worker for North Shore Elderly Affairs, and was the prime mover of the Hospice movement on the North Shore. She will share with the gathering her experience with the death of her child.

Finally, on March 28, Dr. Stone will again be the featured speaker, and he will attempt to assist the audience in evaluating how meaningful the course was to the group and to each individual.

hamilton-wenham



Will become medical center

This wood and brick structure on Asbury Street, Hamilton, now houses bowling alleys that are not being used. However, within the next three months, the interior of the building will be redesigned and converted into a medical office. The work will be done under the direction of the Beverly Hospital Corporation, which has negotiated a long-term lease of the property with the trustees, Hamilton House, Inc.

(Staff photo)

Sponsored by Beverly Hospital

Bowling alley to be doctors' office

The financial crisis of Community Service of Hamilton-Wenham, Inc., will be greatly diminished by a commitment, announced yesterday, by the Beverly Hospital Corporation to lease the bowling alleys connected to the Community House for long-term use as a medical office.

The Hospital Corporation has made arrangements with Hamilton House, Inc. trustees of the Community House property, for use of the bowling alley building, and plans to place two physicians in the building to provide medical coverage for the towns of Hamilton and Wenham.

In announcing the decision, the Hospital stated it "views the operation of this facility as an extension of its responsibility to provide medical care to its service area."

C.G. Rice, president of Hamilton House, Inc., also believes the arrangement will benefit community needs.

"This use of the bowling alley building is in full accord with the purpose to which the property is dedicated," Rice said. Other proposals for use were submitted and discussed with Community Service. Both organizations agreed that the Beverly Hospital arrangement would be the most important and beneficial to our community."

Mrs. Charles W. Davis, president of Community Service, also enthusiastically endorses the arrangement.

"The financial impact of our organization will be beneficial and substantial," she said. "The savings of not having to maintain and operate that building will be at least $5000 per year. In addition, Hamilton House has agreed to turn over to us the net proceeds it receives from that property which will escalate in future years."

Mrs. Davis told the Chronicle yesterday that full details of the arrangement have not yet been worked out, and so it is not yet possible for her to say to what extent the new arrangement will affect Community Service's request for financial assistance from Hamilton and Wenham voters at annual town meetings in May.

"If there is a request it should be less," she said.

Before the Beverly Hospital commitment was confirmed, Community Service had told Hamilton and Wenham town officials that support equal to last year's $8800 from the two towns would be asked again this year.

Community Service raised $5,300 last year in membership dues, and about $500 more in other contributions. Other funds are raised through fund-raising events through the year and allocations from United Fund.

But before the announcement of the arrangement with Beverly Hospital, Community Service officials felt further donations from the town coffers would be necessary to keep the organization and its recreational and educational programs afloat for another year.

Hamilton House, Inc., is trustee of the property which was built more than half a century ago by the Mandell family as a memorial to a son killed in World War I. The Mandells wanted the town to use the property to benefit the community.

Over the years, Community Service, Inc., has used the property and taken the responsibility for its upkeep. But without an endowment, the organization ran into perennial difficulties to meet its expenses. In the past several years, the doors have been kept open with the assistance of funding from the tax levy.

Beverly Hospital says it is seeking physicians interested in practicing in the Hamilton facility, located on Asbury street across from the Patton Park tennis courts.

Renovations are slated to begin soon, with the expectation of opening the offices by early summer.



A NEW LIFE for the Community House bowling alleys, closed down for more than a year, is promised by announcement that Beverly Hospital plans to renovate the building for medical offices.

Doctors offices coming to town



Hamilton

By STEVEN MORRISON
Times Staff Writer

HAMILTON — Beverly Hospital officials are looking for two doctors to open general practices this summer in the old bowling alley building behind the Hamilton-Wenham Community House.

The hospital announced this week that is is leasing the building from Hamilton House Inc., which oversees the Community House. The hospital will pay for renovating the now-empty building on Asbury Street opposite Patton Park into two doctors' offices, and then sublease the space to the doctors.

A hospital official said the hospital expects to gain x-ray, laboratory and specialist referrals from the new office. Officials declined to mention the costs of renovations and leasing.

The hospital's plan is one of several the Hamilton House trustees have considered for several months to save or make money from the old bowling alley.

C. G. Rice, president of the Hamilton House trustees, declined to identify the other proposals or the amount the hospital will pay for the building. He said those proposals were made by private business interests "that were perfectly proper, but did not fit the service aspect of the building we this year. Mrs. Davis said those requests may be reduced because of the hospital's involvement.

Rice said the plan materialized in early January when he spoke to Josiah "Cy" Spaulding, president of the Beverly Hospital Board of Trustees. "It occurred from a conversation we were having one night. We got to talking about things, and he asked me if there was any place in Hamilton I knew where doctors could locate, and who he could contact to discuss it. I said, 'You're looking at the guy right here.'"

Rice said it has been "quite a while" since a doctor has actively practiced in Hamilton. "Everyone I've spoken to in the town says it's a great idea and badly needed. We're most pleased that the hospital is going to do this. It's the greatest thing that could happen to the bowling alley building."

According to Jack Good, director of community relations at Beverly Hospital, some doctors have already shown interest in the building.

He said that two suites of offices would occupy about one-half of the building. Rice said the other half could be leased for another use or held vacant until the hospital wants to expand the medical facilities.

"It will be two separate offices, not a clinic," Good said it would be difficult to pick one doctor at a time.

"You can't get one without the other because you must get two people who are compatible. Although they would each have their own practices, they must work together covering for each other."

Slater said renovations cannot begin until the doctors are picked because "the suites must be subject to the approval of the doctors who would be working in them. We wouldn't want to renovate that building until we have the doctors."

He considers the hospital's decision part of a new trend on the North Shore. "You'll find that there are doctors offices of this type opening in several communities," Slater said. "We have some in Manchester and one planned in Ipswich, for instance."

Hamilton and Wenham town officials will discuss the lease, which Slater said has not been signed, to learn whether it will affect Community Service's request of $5,280 from Hamilton and $3,520 from Wenham for the upcoming fiscal year.

Rice said he is not sure what will happen. "We're saving the cost of repairs and maintenance on that alley, and that's a direct savings," he said. "The hospital is going to sink an awful lot of money into that building to get this thing going."

Editorials Hamilton Wenham Chronicle Opinions

A good deal for everyone

It's with an enormous sigh of relief that Hamilton and Wenham learn this week the good news that a profitable use has been found for the old Community Service bowling alleys.

It probably means that the towns need not go through the difficult dilemma of deciding whether to continue their substantial tax dollar support for Community Service.

With the threatened tax cap this year, it's questionable whether the towns would have come up with the support they've provided the past two years — or with any financial support at all.

But it would have been hard to turn down the request for aid from Community Service, an organization which, though hurting financially, has continued to provide valuable recreational and educational services to the two towns.

There is a tradition of affection for the Community House here, a tradition reflected in the towns' past willingness to vote thousands of dollars to bolster Community Service even over the advice of the Hamilton and Wenham Finance Committees. And even though many in the community argued that it is illegal for a municipality to fund a private organization.

No one was looking forward to the inevitable confrontation on whether to continue that support this year ... not town officials, and certainly not the beleaguered officers of Community Service.

So it is very good news to learn that, with the announcement from Beverly Hospital that it will lease the property and develop it as offices for the practice of medicine, the financial strain has been lifted.

Any reasonable use that produced some income would have been a big relief to everyone interested in Community Service's well-being.

But the use planned by Beverly Hospital is an especially desirable one from the community's point of view.

Although the population of Hamilton and Wenham has grown dramatically in the years since Community Service has been on the scene, medical services have more and more shifted out of town. The opportunities for seeing a physician in a local office are very limited today.

Beverly Hospital's commitment to providing offices and recruiting doctors who will practice in the community should have an important and positive impact on health services here. The Hospital's pledge of "full support of Beverly Hospital resources including staff and ancillary services" right in town must come as a reassurance to those who need medical care but find it difficult to go out of town for it.

So it's an all-around great pleasure to offer our congratulations to Community Service and to Hamilton House and to Beverly Hospital.

And most especially to Hamilton and Wenham.

It's a wonderfully good deal for everyone.

Beverly Hospital

Beverly, Mass.
Extends a cordial invitation to

REGISTERED NURSES
GRADUATE NURSES
LICENSED PRACTICAL NURSES
and
GRADUATE PRACTICAL NURSES

for an

OPEN HOUSE

MONDAY, APRIL 23, 1979
1 P.M. to 6 P.M.

Join us for refreshments, a tour of the hospital and a talk with our staff.

An Equal Opportunity Employer

If you are unable to attend our Open House, please call us at 922-3000, Ext. 557 for further information about career opportunities at Beverly Hospital.

NEWS
4/2/79

hamilton-wenham

Medical office work to begin soon

By ROBERT McKEON

HAMILTON — In the Hamilton-Wenham area in recent years, spaces in barns have been converted into apartments, and now a once-popular bowling facility is going to be transformed into a medical office.

Under the direction of Beverly Hospital, the brick building attached to Hamilton-Wenham Community House containing the candlepin bowling lanes will be redesigned as an office accommodating two physicians who will serve medical needs in the two towns.

According to John Good, spokesman for the hospital, the arrangements for the conversion have already been made with Hamilton House Inc., trustee of the Community House property.

Such an agreement will likely ease the financial crisis that has been suffered in recent years by Community Service Inc., the agency that operates the Community House program.

Last year, town meetings in Wenham and Hamilton contributed a total of $8,800 to defray costs of the program, as made the request that the annual town meetings of 1979 provide a similar amount.

Victimized on more than one occasion by vandals, the bowling facility is currently unused.

Questioned about the commitment, Good said that the hospital would have a 50-year lease on the property, and that the redesigning of the building interior will commence in about a month.

He anticipates that the conversion project will be completed in about three months and the medical office open by sometime in June.

As for the two physicians, Good reported that they would likely be recruited from the Beverly Hospital medical staff, but that the Hospital Corporation could decide to fill the posts with doctors from outside the staff.

The hospital, Good said, views the operation of this facility as an extension of its responsibility to provide medical care to its service area.

C.G. Rice, president of Hamilton House, believes this arrangement will substantially benefit community needs.

Rice commented: "This use of the bowling alley building is in full accord with the purpose to which the property is dedicated. Other proposals for use were submitted and discussed with Community Service, but both organizations agreed that the Beverly Hospital arrangement would be the most important and beneficial to our community."

Also commenting upon the transaction, Mrs. Charles W. Davis, president of Community Service, declared the following.

"On behalf of Community Service, I enthusiastically endorse this arrangement. The financial impact on our organization will be beneficial and substantial. The savings of not having to maintain that building will be at least $5,000 a year."

Last year, Community Service raised $5,300 in membership dues, and approximately $500 more in contributions. Other funds are obtained via fund-raising events and allocations from United Fund.

Located across the street from Patton Park, Community House was built some 50 years ago by the Mandell family, as a memorial to a son killed in World War I, and was placed under the trusteeship of Hamilton House.



Easter Bunny at Beverly Hospital has her ears adjusted by Dora Gallo, the bunny's seamstress. The bunny, Sue Jutras, will deliver Easter baskets to patients on Sunday. Food Service Director and originator of the project John Smith, looks on.

TIMES 4.12.79

New test helps detect heart disease

News 4.17.79

BEVERLY — A blood test is helping doctors determine the risk of heart disease.

The test, available at the Beverly Hospital laboratory, measures the cholestral in the blood.

Dr. James R. Brown, associate pathologist, anticipates an increased demand for the test and said physicians are now requesting the procedure for predicting risk and aiding management of heart disease in their patients.

The test must be ordered by a physician. "It appears that the higher the fraction of HDL cholestral present in an individual, the lower is that person's risk of developing coronary heart disease," said Dr. Brown.

He cited the Framingham Heart Study as a primary source of research data in support of the relationship between the HDL fraction and the occurrence of heart disease. HDL is a small molecule composed of fats as well as cholestral.

Dr. Herbert W. Bostrong, chief of medicine, emphasized that the test is most helpful to physicians as part of a multi-faceted program of diagnostic and preventative medicine.

"Performance of this study has its greatest value when done in conjunction with a thorough evaluation of the patient including a medical history, physical examination, and comprehensive evaluation of lab, x-ray and electrocardiographic data," Dr. Bistrong said.

Dr. Brown cautioned, "We are not yet ready to say the HDL cholesterol measurement is the answer to everything. Tests of value usually prove themselves in a couple of years. If it does have value, and it appears to, it will be a simple and very helpful way of determining coronary heart disease risk in a substantial number of people."

News 4.25.79

Hospital week program announced

BEVERLY — Beverly Hospital has many special events planned for National Hospital Week which will be observed May 6-12.

This year's theme is "The Voluntary Effort—It's Working for You." The Voluntary Effort is a national program aimed at the voluntary reduction of increases in health care expenditures.

Beverly Hospital will be one of 6,400 hospitals across the country participating in National Hospital Week.

"Not only during Hospital Week, but throughout the year, we are striving to reduce the rate of increase in health care costs," said Beverly Hospital Executive Director Craig Slater. "Through a cooperative effort of employees, administration and our medical staff, we are continually developing methods to keep costs down and still maintain high standards in services and care," he said.

One of the ways in which direct consumer costs can be kept down is by reducing the need for hospitalization through health education programs.

Annual programs at Beverly Hospital such as breast cancer screening and stop smoking clinics help to avert health problems before they become serious. Ongoing instruction through pre-natal classes and cardiopulmonary resuscitation training provides the educational means for individuals and their families to live healthier lives.

Four major events, all open to the public, are planned during the special week.

A Springtime Vocal Recital by Steve Morin will be presented Sunday, May 6 at 4 p.m. at the First Baptist Church. The recital is sponsored by the Beverly Hospital Aid Association and is free of charge. Morin, a Hamilton resident and a cardiopulmonary technologist at the hospital, is a tenor with the Concert Opera Association of Boston.

The fourth annual seminar on arthritis will be held Monday, May 7 from 7:30 to 9 p.m. at the King's Grant Motor Inn. Dr. Matthew D. Heller, a specialist in rheumatology, will be the main speaker. The public is invited. However, space is limited and reservations should be made by calling the hospital's Community Relations office.

A breast examination and cancer screening clinic will be held in the hospital's Outpatient Department on Tuesday, May 8 from 6 to 9 p.m. This program is sponsored by the hospital, the South Essex Unit of the American Cancer Society and the Beverly Board of Health. Women of all ages are invited to attend the free clinic. Appointments can be made by calling the Community Relations office although walk-ins will also be welcome at the clinic.

The third annual equipment fair will take place Wednesday, May 9 from 11 a.m. to 8 p.m. in the hospital's lecture hall. Representatives from all areas of the hospital will demonstrate and explain the various instruments and equipment used in their departments, including both direct and indirect patient care.

Researchers learning how

Ottaway News Service
From the Wall Street Journal

Researchers are starting to put together pieces of the puzzle of how a thought can literally make you sick. Although there is no positive proof, new research strongly indicates that severe or prolonged stress can make the body more vulnerable to ailments ranging frim skin rashes and the common cold to heart attacks and cancer.

Just how a response of the mind can result in physical damage to the body is a mystery. Researchers do know that when the mind perceives a threat, parts of the nervous system become highly active, producing the stepped-up heartbeat of "stage fright," for example. They also have detected changes in body chemistry of people under stress, such as rising cholesterol levels.

The connection between stress and physical illness has emerged from studies going back several years. During the first two months of the 1940 German "blitz" on London, the city's residents showed an increased incidence of ulcer symptoms. The survivors of the Nazi concentration camps not only had permanent psychiatric problems, but also an increased incidence of physical ailments and premature death.

More recently, a study of air-traffic controllers, whose job involves long hours of anxiety and tension, found an abnormally high incidence of high blood pressure and stomach ulcers. Population studies have statistically linked stress to an increased risk of heart attacks, accidents, broken bones, tuberculosis, multiple sclerosis, diabetes, colds and any number of minor illnesses.

A clue to the mechanism of stress-related illness is coming from a study of the workers at Cape Kennedy who put men on the moon in 1969. Dr. Robert S. Eliot, a cardiologist now at the University of Nebraska, and several colleagues found a high rate of divorce and alcohol consumption as the workers raced to complete their mission, knowing that once a successful moon landing had been made, the space budget would be reduced and they would lose their jobs. "In short, the project demanded an ever-increasing, if not frenzied, pace of production, with the ultimate reward of nearly inevitable dismissal," note Dr. Eliot and Dr. James C. Buell in a report that is to be published shortly.

At the same time, the researchers also noticed an unusual number of sudden deaths, apparently from heart attacks, among the relatively young space-center workers. Since then it has been found that the sudden deaths were 50 percent higher than would be expected for that age group. They peaked at the time of the heaviest layoffs as the space program was winding down.

It was at the autopsies that the researchers noticed something very unusual in the hearts of the space workers who had died suddenly: The heart muscles seemed to suffer from a type of damage different from that usually associated with heart attacks. The damage suggested that the heart had been thrown into "overdrive" by a deluge of chemicals that transmit nerve impulses. Dr. Eliot subsequently induced similar heart damage in animals with injections of the nerve transmitters.

Many of the space workers, of course, didn't become ill or have heart attacks. For some reason these people had the ability to cope with the stress of the moon program. But if the stress is severe enough, not even the person in the best of physical and mental health can withstand it.

In a famous study of 2,630 soldiers who had broken down during combat in the Normandy campaign in World War II, Dr. R. L. Swank estimated that the onset of combat exhaustion occurred, even in the previously normal soldiers, when about 65 percent of their companions had been killed or wounded. Psychologists Bruce P. Dohrenwend and Barbara Snell Dohrenwend, a husband-and-wife team at Columbia University, explain that the combined impact of the unexpected events, physical exhaustion and the loss of social support from comrades, created stress that was beyond anyone's endurance.

Of course, relatively few individuals are ever exposed to extremely severe combat conditions. "It is the lot of most people, however, to have to cope at one time or another with stressful life events of the more usual kind, such as the birth of a first child, physical illness or injury and the death of a loved one," the two psychologists say. If too many such incidents occur, not one by one but simultaneously, it's possible that the stress effects could be similar to those of men in combat, they say.

Why some people become ill and others don't under the same stressful conditions is the question being asked in several research projects. One, being carried out by behavioral scientists at the University of Chicago, involves middle and upper-level executives at an unnamed public utility. The utility was worried about the stress caused by a new job-evaluation program that would ordinarily produce high levels of stress. The researchers found distinct differences between those who subsequently became ill from high blood pressure, ulcers, stomach and muscle problems and colds, and those who remained healthy.

The hardy executives, say the researchers, seemed to have more of a sense of control over their own lives, a commitment to themselves that involved their whole life

...such as payment on... The estimated...

NEWS 5.1.79

Seminary students learn hospital ministry

BEVERLY — Three student chaplains have completed Beverly Hospital's Clinical Pastoral Education program held under the direction of Rev. Donald A. Hunt, hospital chaplain.

Receiving certificates were Leslie Leavitt, Paul Maffin and Michael Chase. All will graduate from Gordon Conwell Theological Seminary May 26.

The three-month program is a unique process enabling seminarians and clergy to discover their roles as pastors and chaplains.

The students are made members of the healing team and learn to minister in times of illness and crisis. The primary involvement is with individual patients, but students also gain a deeper understanding of human relationships through their interaction with family members, their supervisor and other hospital staff.

Beverly's CPE program is fully accredited by the Association for Clinical Pastoral Education and certified by the Massachusetts Board of Higher Education and the Veterans Administration.

The following is a personal expression of what one student gained from the hospital's program which was written by Chaplain Leslie Leavitt:

"I was both excited and a little anxious about taking Clinical Pastoral Education. While the seminary provided the necessary academic preparation, I was unsure of my ability to effectively use my knowledge. The chance to apply theology in a practical and realistic sense appealed to me.

"In CPE, I had the opportunity to follow a patient who was terminally ill. Being a long way from knowing how to handle all apsects of death and dying, my initial feelings were a little shaky—needing to discover personal feelings about death, asking questions and doing some reading to put things in focus, progressing with the experience and beginning to feel more at ease with the patient.

"I was starting to listen to the needs and found myself able to respond."



Student chaplains complete course

Beverly Hospital student chaplains received certificates for the completion of a Clinical Pastoral Education program. From left are Chaplains Michael Chase, Rev. Donald A. Hunt, coordinator of chaplaincy services; Paul Maffin and Leslie Leavitt. The three will graduate later this month from Gordon Conwell Theological Seminary in South Hamilton.

TROOP 4 BOY SCOUTS
PAPER DRIVE
North Beverly
Saturday, May 5th
Paper Truck Parked
(2nd Congregational Church)

BINGO
TEMPLE B'NAI ABRAHAM
200 E. Lothrop St., Beverly
WEDNESDAY NITES
EARLY BIRD
2 for 1.00
BLUE CARDS
2 for 1.00
COVERALL
WINNER TAKE-ALL
GAME STARTS
7:00 P.M.
For your convenience and comfort we have installed new
SMOKE EATERS

Special events

TIMES 4.30.79

BEVERLY — Beverly Hospital will be observing National Hospital Week May 6 through 12. Special events during the week will include examples of the way in which the hospital is attempting to reduce health care costs by offering programs in preventive medicine.

A seminar on the causes, symptoms, and treatment of arthritis will be held at 6:30 p.m. at the on Monday, May 7, at the King's Grant Restaurant. In addition, a free breast cancer screening clinic will be offered on Tuesday, May 8 from 6 to 9 p.m. in the hospital's outpatient department.

North Shore

GLOU. TIMES 5.2.79

Arthritis seminar Monday

BEVERLY — On Monday, Beverly Hospital will mark the fourth annual public seminar on arthritis.

The seminar will be at the King's Grant in Danvers from 7:30 to 9 p.m. and is open to the public.

Dr. Matthew D. Heller, a specialist in rheumatology, will be the main speaker for the program, which will take place during National Hospital Week.

The purpose of the program is to educate the public and those suffering from arthritis about what can be done about the disease. Approximately four of every seven people or one out of every three families is affected by arthritis.

Highlighting the seminar will be a film titled "Wherever You Are," starring Henry Fonda, which emphasizes the five major types of arthritis.

Those interested in attending the seminar are asked to call community relations at Beverly Hospital (922-3000, extention 222) as space will be limited.

Diabetes group meets tomorrow

The North Shore Chapter of the American Diabetes Association will hold its next meeting tomorrow at 7:30 p.m. at the Beverly Hospital auditorium. This month will be a social evening focusing on debates and discussions with one another.

These meetings are open to everyone, newcomers are always welcome. For further information call Sharon Slate at 927-4962.

Arthritis Seminar set May 7

Monday, May 7, will mark the fourth annual public seminar on arthritis sponsored by the Beverly Hospital. The seminar will be held that evening at the King's Grant on Route 128 in Danvers from 7:30 to 9 p.m.

It is open to the public.

Dr. Matthew D. Heller, a specialist in rheumatology, will be the main speaker for the program, which will take place during National Hospital Week.

The purpose of the program is to educate the public and those suffering from arthritis as to what can be done about the disease.

Approximately four of every seven people, or one out of every three families, is affected by arthritis.

Highlighting the May 7 seminar will be a film entitled "Wherever You Are," starring Henry Fonda, which illustrates the five major types of arthritis.

Persons who are interested in attending the seminar are asked to call Community Relations at Beverly Hospital at 922-3000, extension 222 as space will be limited.

Free breast cancer clinic set Tuesday

A free breast examination/cancer screening clinic will be held in the Beverly Hospital Outpatient Department on Tuesday, May 8, from 6 to 9 p.m. This program is sponsored by the hospital, the South Essex Unit of the American Cancer Society, and the Beverly Board of Health.

Port choral

Women of all ages are invited to attend. A film will be shown on breast self-examination, and staff physicians will perform examinations for those women who so desire. Informative literature and an instructional model for self-detection also will be available.

Cancer of the breast is the most common form of cancer in women and the leading cause of death in women ages 40-45. It can, however, develop in women of any age, and regular breast examination is one of the most effective methods of early detection.

Women interested in attending the clinic may call the Hospital Community Relations Office at 922-3000, extension 222.

Cancer clinic tonight

TIMES 5/8/79

BEVERLY — Staff physicians at Beverly Hospital, with the South Essex Unit of the American Cancer Society and Beverly Health Department, will sponsor a breast exam clinic from 6 to 9 tonight.

A film and detection model will be used in the training session, and physicians will perform examinations to detect potential problems. Those participating will be a representative from the society and Drs. James Clifford, Norman Pare, Arthur Steele, Robert Meyers, Mayo Johnson and David Bush.

Hospital spokeswoman Grayce Sawyer said a colon cancer screening and teaching program will also be conducted.

All Beverly area residents are welcome at the clinic, Ms. Sawyer said.

SALEM NEWS 5/8/79

Council ponders hospital expansion

The expansion of the surgical suite and dyalysis center, an integral part of Beverly Hospital's proposed $10 million reconstruction project over the next five years, came under scrutiny Monday afternoon by the Review Committee of the North Shore Health Planning Council.

No decision was made by the 15-member committee following an hour and three-quarter session which will be continued next Monday at the Red Cross building on Lowell Street at 12:30 p.m.

As part of its application before the federally-controlled local agency, Beverly Hospital is seeking to almost double the surgical area and increase its dyalysis center to accomodate 23 beds.

Planning Council staff members questioned the need for increasing the operating rooms and adjacent areas in that projected operations would increase 8.7 percent, minutes in use 13.7 percent whereas the hospital was seeking a 40 percent increase in the size of the area.

"There is a strong recommendation here that the space requested is excessive," said Chairman Francis J. Bresnahan of Peabody.

Dr. Brian Barnard, chief of surgery, explained tha the shell space at the hospital, which would be converted under the reconstruction program, is presently being used to store large operating room equipment. Thus, the 8,573 sq. ft., the present size of the surgical suite, is not housing all OR functions.

While federal indexes, based on surgical suites in veterans' hospitals, show that the Beverly project is somewhat overbuilt, members discounted the Veterans Administration criteria.

Dr. Barnard explained that the Beverly plan's "total package" was unlike the VA layout. "They (federal hospitals) do not have recovery rooms," he said.

He indicated that in the future Beverly, with its dyalisis treatment center, may be the focal point for kidney transplants.

Except for cardiac surgery, Beverly Hospital, he said, handles a full range of medical surgery.

Chairman Bresnahan has asked the hospital's accounting office to do some figuring on the amount of income the shell has produced and that amount should be plugged into future charges "because I'm interested here in what the consumer is going to pay."

Because of the expanded facilities, hospital officials conceded that patient charges would increase "substantially."

Those figures, reflecting the $1.2 to $1.3 million renovation of the OR, are not available, but Bresnahan asked that by next Monday the numbers be submitted to the review board.

There is some question as to the need of 23 dyalysis treatment center beds and the committee indicated that it would be further reviewed next Monday.

A decision on the plan, however, is expected which would pave the way for the reconstruction project which is designed to bolster the quality of service as opposed to the expansion of service.

In fact, the expansion of the surgical suite will result in one less operating room.

Making the presentation for the hospital was Nathaniel Bond, director of administrative services.

—ROLAND CORNEAU

Special cancer clinic scheduled for tonight

BEVERLY — Beverly Hospital will sponsor a breast and colon cancer screening clinic tonight between 6 and 9 . Volunteers from the South Essex Cancer Society will make the presentation for women. A film will be shown to assist women in identifying warning symptoms. Physicians will present to conduct examinations.

Special kits will be available in order that colon cancer can be diagnosed properly through laboratory testing.

Appointments can be made for tonight's clinic can be made by calling the hospital's community relations department or just by attending the program on a walk-in basis.

NEWS 5.9.79

Symposium will follow annual hospital dinner

BEVERLY — Beverly Hospital Corporator's Dinner May 10 features a symposium on "Our Health Care System as Seen by the Government."

The symposium follows the 7:30 p.m. annual dinner at Woodman's Function Hall in Essex.

Symposium panelists include John Larkin Thompson, president of Blue Shield of Massachusetts; David W. Frost, executive vice-president of Blue Cross of Massachusetts; Duncan Yaggy, assistant commissioner of health regulations, Department of Public Health; Alexander Sharpe, former commissioner of the Department of Public Welfare; Stephen Weiner, director of law and health services, B.U. Law School, and former chairman of the Massachusetts Rate Setting Commission; Frank Feeley, health consultant, Arthur D. Little Inc; and Robert C. Buell, state senator and a member of the Joint Health Care Committee.

Josiah A. Spaulding, president of the hospital's board of trustees, will moderate the panel discussion.

Doctors seeking $40 million more

Ottaway News Service

BOSTON — The state's medical profession, long disgruntled with Blue Cross-Blue Shield, is seeking legislative help with a proposal that could cost patients as much as $40 million per year.

A bill filed by the Massachusetts Medical Society would allow doctors to bill patients for the amount of their fee that Blue Shield does not pay.

For example, if a doctor bills Blue Shield $500 for a gall bladder operation Blue Shield may only pay him $450. Under the present laws, the doctor cannot collect the $50 balance from the patient.

The proposed legislation would allow a Blue Shield doctor to bill the patient for the $50 balance.

Blue Shield president John Larkin Thompson, who opposes the bill, estimates that the cost of the bill would represent 16 percent increase in the present annual Blue Shield payments to doctors.

Doctors claim that Blue Shield's payment schedule — which they must accept if they want to participate in Blue Shield — is badly out of date and has forced doctors to absorb the cost of inflation.

Between 1972 and 1977, Blue Shield increased its payments to physicians by 18.4 per cent, yet during that same period the Consumer Price Index in Boston rose 43.1 percent.

"The issue," said Dr. Russell Rowell of Beverly, president of the Massachusetts Medical Society, "is that physicans are providing care for

What doctors want is not just a "fairer" fee scheduled from Blue Shield, but a basic change in the "oppressive" hold the insurance company holds over nearly every doctor in the state.

In fact, the pending bill is only the latest step doctors hav wrest some control from steps that have include cessful law suit that we the state Supreme Court.

The key to the probler tionship between docto medical providers and which is unique to Massac

In all other states, docte Shield negotiate a fee s Massachusetts alone doct "take it or leave it basis medical society.

Blue Shield and the stat Commission set the fee s doctors and if doctors d their only choice is to Shield, a move that is suicide" for most doctors to the medical society.

About 60 percent of the pulation is covered by which will pay for medica

Doct

5/9/79

THE MANCHESTER CRICKET

National Hospital Week, May 6-12

Beverly Hospital will join 6400 hospitals across the country in observing National Hospital Week, May 6-12, 1979.

In announcing the annual observance, Executive Director Craig Slater said: "Not only during Hospital Week, but throughout the year, we are striving to reduce the rate of increase in health care costs.

"Through a cooperative effort of employees, Administration and our medical staff, we are continually developing methods to keep costs down and still maintain high standards in services and care."

One of the ways in which direct consumer costs can be kept down is by reducing the need for hospitalization through health education programs. Annual programs held at the Hospital such as breast cancer screening and stop smoking clinics help avert health problems before they become serious. Ongoing instruction through pre-natal classes and cardiopulmonary resuscitation training provides the educational means for individuals and their families to live healthier lives.

As an accredited hospital, Beverly has received recognition from the Joint Commission on Accreditation of Hospitals in observance of National Hospital Week.

In a letter of commendation, John E. Affeldt, M.D., President of the JCAH, stated: "Your success in achieving voluntary accreditation reflects concern for patients and the community and a dedication to provide the finest achievable quality of health care and services. We extend particular recognition to the Beverly Hospital for your commitment to both voluntary accreditation and the voluntary effort toward cost containment."

Letters to the editor

Confined editorials to editorial page

To the Editor:

I must use this forum to protest your use of the "put down" headline: "Doctors seeking $40 million more", in the Saturday, May 5, 1979 edition of the Beverly Times.

This headline completely distorts the text of an excellent "Ottaway News Service" item that discusses the current legislative attempts of the Massachusetts Medical Society to alter their contractural relationship with Blue Cross-Blue Shield of Massachusetts.

As the article so excellently points out; the current contractural relationship has ramifications that are of serious import not only to the physicians, but to all consumers of medical care services in the State. This is a real issue that is deserving of the type of serious consideration present in your news article.

The obvious attempt to influence public opinion to the detriment of the physicians by the headline: "Doctors seeking $40 million more" is a disservice to the reading public, and not in the best tradition of objective reporting.

I would hope that in the future you could keep your editorial comments to the Editorial Page, and factual news editorial comments to the Editorial Page, and factual news items with factual headlines to the rest of the paper.

Philip D. Herrick, M.D.
Beverly

People disregarded

To The Editor:

Open letter to the private trustees, oth-



North Shore offers leadership in fight against sale of blood

By STEVE MORRISON
Times Staff Writer

BEVERLY—A controversial bill before the Legislature allowing persons to sell blood is being opposed by Beverly Hospital's blood bank director and Rep. Forrester A. "Tim" Clark, R-Hamilton, because it could lead to a higher incidence of hepatitis.

The bill was proposed by Rep. Peter G. Asiaf, D-Brockton, on behalf of G. Joseph Beatrice, the owner of the two companies that would be allowed to pay donors if the bill becomes law.

The Boston Donor Procurement Service Inc. and Knickerbocker Biologicals, Inc. already deal in blood procurement. Massachusetts and Maine are the only two states which disallow the selling of blood for transfusion.

Leading medical officials in the state oppose the bill because they say statistics show the chance of hepatitis being found in sold blood is about seven times higher than in donated blood.

They report that one less-frequent but still prevalent type of hepatitis is undetectable. They also say it would destroy the state's volunteer system of blood donations run by the Red Cross.

Clark is a member of the legislative Health Care Committee. Opponents of the bill, who include the state Commissioner of Public Health, the director of blood transfusions at Massachusetts General Hospital and the Massachusetts Red Cross, credit him with delaying its passage until organized opposition could be mounted.

Clark said committee chairman Rep. Theodore J. Aleixo, D-Taunton, attempted to maneuver the bill through the committee and onto the floor of the full House without discussion.

"Our committee's executive session caught my eye on this thing," Clark said Thursday. "It was brought up by the chairman at the end of the session as we were about to rush out for a rollcall. We were only able to look at it quickly, but three of us (there are 12 committee members) took a look and disagreed with issuing a favorable report without discussing it.

"I thought it should be discussed on the floor of the House, so I offered an amendment to only allow blood to be sold for diagnostic purposes, not transfusion," Clark said. "The lea-

Blood, page 18

sary."

Dr. Lloyd said he and other medical people are also concerned that Beatrice would be able to corner the rare blood market if the bill passes.

Dr. Lloyd is also a medical director at the Massachusetts Red Cross chapter in Peabody. He said that the North Shore is probably the "best part of the country as far as blood

beverly

Cap put on hosp

By ROLAND CORNEAU
News Staff

The North Shore Health Planning Council's project review committee slashed $200,000 from the proposed $10 million Beverly Hospital reconstruction plan Monday afternoon by placing a $1 million cost cap on the expansion of the hospital surgical suite and limiting its size to 10,500 sq. ft.

The decision set the tone for what is expected to be a cooperative effort between the review committee and hospital officials in reducing possible increases in charges and room rates.

In its application before the area agency, a local public health arm of the federal government, Beverly Hospital sought to expand its OR facilities by 40 percent, or 12,300 sq. ft., at a cost of $1,217,000.

Hospital officials revealed during the public hearing that OR charges would be hiked 21 percent.

In fact, the overall project, as proposed, would reflect a room rate increase of $2.95 or 1.8 percent above the current $105 per day for semi-private rooms.

Review committee Chairman Francis J. Bresnahan of Peabody initiated action to cut into the 21 percent hike in charges planned to cover OR costs.

"I'd like to see a cut in that 21 percent total. I don't want to destroy the viability of this unit. But if we can save $200,000 here (by adopting the 10,500 sq. ft.) it is a major savings for the consumer," said Bresnahan.

Later, the Peabody resident said, "It is the responsibility of the committee to protect and guard both consumer and hospital. There is nothing to be gained by effecting a saving and destroying the patient."

Bresnahan was challenged somewhat by his committee, many suggesting that placing a square foot cap on the OR was unreasonable.

Edward Tedeschi, an architec and member of the committee, said that it was not at all "unreasonable figure for the hospital to live with." And, he added, considering the "runaway inflation" of the economy the sooner the application was processed the better since consumers wouldn't have to foot the additional inflationary costs through added charges.

Nathaniel Bond, director of the hospital's specialized services and chief spokesman, said, "We are very nervous about saying yes (to the 10,500 sq. ft.)." Amendments to the application are allowed and if the numbers couldn't work o committee members said th would reconsider its action.

The application, by the way, is long overdue in its movement through the planning council and to the state and federal hospital facilities agencies.

The review committee's staff,



Membership chairpersons of the Beverly Hospital Aid Association, Mrs. Martin D. Singer, left, and Mrs. Eldon Scott, center, share tea with Mrs. Randolph Barton, president, during membership meeting yesterday. (Ed Wolkin photo)

The Community House

Should the public pay for it?

By MICHAEL MINIGAN
Times Staff Writer



Hamilton–Wenham

HAMILTON — Public funding of the Hamilton-Wenham Community House has been a sore spot in Hamilton for three years. But even with a reduced request at this year's town meeting, the attitude of town officials has not changed.

Glen Herrick, treasurer of Community Services Inc., which operates the Community House on Bay Road, announced this week that the group's public funding request has been reduced from $8,000 to $5,300. The sum is divided on a 60-40 percentage between Hamilton and Wenham.

Marjorie Davis, president of Community Services, said the reduction is a direct result of leasing the building's bowling alleys. The group is currently negotiating with Beverly Hospital to move two physicians into that space.

"Hopefully, with the hospital coming in, we can reduce our operating costs somewhat," Davis said. "And possibly next year, we can come back with another cut."

Hamilton's share of the new request is $3,180, down from the original $5,280. Wenham will be asked to contribute $2,120.

Davis said negotiations with the hospital will not be completed until at least September.

"I haven't seen the terms of any lease," Mrs. Davis said. "But the hospital probably has not found any doctors yet." She said Hamilton House President Charles Rice is handling the negotiations.

Community House officials hope the reduced request will hasten its passage at the upcoming town meetings. Wenham's meeting is Saturday, Hamilton's is on Monday, May 14.

However, Thomas Belknap, chairman of the Hamilton Finance Committee, doesn't anticipate any change in attitude. His committee has recommended no action on the warrant article.

"I've always questioned the principal of public funding, the amount of dollars involved was never in it," Belknap said. "I just think we should not use town funds for what essentially is a private service."

Patrons of the Community House are also asked for donations.

However, Belknap admitted that the town "probably is more favorably disposed to passing reduced funding, provided this is the last request. The feeling that they (Community Services) would not be back was the agreement before the first year and the second year. And there is no agreement that this will be the last request. Therefore, our recommendation will probably be the same."

The town has passed the Community Service requests in past years, despite the Finance Committee's recommendations.

Mrs. Davis said she hopes the request will be approved, but even with the reduction, would not predict the outcome.

"There is always a problem, so we can't assume anything," she said. "But we sincerely hope that the savings we realize from the bowling operation will allow us to make further reductions."

The feeling in the towns is that there should a more concerted private fund-raising effort from the Community House. The Hamilton Finance Committee reported last month that the group raised $500 privately last year. Belknap had termed that amount "ludicrous."

"I feel very strongly that if the people feel there is such a potential for private fund raising, that they come in and volunteer their efforts," Mrs. Davis said.

"When you mount a full-fledged fund drive, people seem to go into the woodwork. Raising money is not easy," she said. "I know because I've done it for other groups, and it's a lot of work."

Mrs. Davis explained that the Community House stages three fund-raisers each year, and that a membership drive is currently underway. She said the group is "very pleased with the way the towns are responding."

Former Zoning Board of Appeals Chairman Robert Hagopian has been an outspoken opponent of public funding for the Community House. He has fought the funding at past town meetings, and said he will do so again, if necessary.

"I don't think it's legal to fund a private organization publicly," Hagopian said. "If I have to fight against it again, I probably will."

"The town must respond one way or the other," Davis said. "But we are cutting it down."



News 5.16.79

Ribbon winners

As part of Hospital Week celebrations, Beverly Hospital sponsored an art contest at the Centerville School. Some of the ribbon winners are shown h[illegible] Pupils, from left, are Joshua DeCola, first grade; Richard French, fourth grade; and Jennifer

$200,000 cut advised in hospital expansion

TIMES 5/17/79

BEVERLY — Plans to expand the operating room of Beverly Hospital have been modified in a recommendation by the North Shore Health Planning Council project review committee.

The committee lopped 1,500 sq. ft. off the proposed new 12,000 sq. ft. operating room on Monday in a second of a series of hearings held on the hospital's expansions plans.

The trimmed plan would cost $200,000 less than the proposed $1,217,000 expansion plans.

The committee said the cut was made to reduce a 21 percent operating room charge rate increase which would result if the full-sized operating room were constructed.

Nathaniel Bond, director of the hospital's specialized services, said the original 12,000 sq. ft. area is still needed.

Another major modification of the expansion plans recommended this week was a reduction in the number of additional kidney dialysis units from a proposed 12 to eight. The hospital now has 11 units. Bond said that upon reconsideration, the hospital agreed to request only eight units and that 19 units would fulfill projected need until 1982. However, he said after that date, the 19 units probably would not be adequate.

The committee also approved plans for the relocation of a 16 bed psychiatric unit to cost not more than $84,000 and recommended that increases in rehabilitation services would not exceed $330,000 as requested by the hospital. The hospital will work out a co-operative arrangement with Shaughnessy Rehabilitation Center in Salem so that services not provided in Beverly could be obtained in Salem.

At the next hearing on June 4 on the Beverly Hospital expansion, plans to relocate administrative office space and to create an adult-pediatric swing unit will be considered.

NEWS 5/17/79

Hospital day care plan can save medical bills

BEVERLY — One way to beat the high cost of hospital care is to take advantage of the Day Care Service Unit at Beverly Hospital.

More than 30 surgical procedures, including biopsies, tooth extractions, tubal ligations and reconstructive plastic surgery, are approved for the service.

Generally, patients are admitted to the unit at 7 a.m. and discharged by 3:30 p.m. The charge for room and board is about two-thirds that of a semi-private room.

The necessary medical history, physical exam, lab and xray work is completed at the patient's convenience prior to admission. On the day of admission, patients receive early morning instructions from one of three staff nurses and an anesthesiologist. Most patients are in surgery before 9:30 a.m.

The use of the unit has doubled in the last year and many insurance companies are now encouraging patients to use day care services wherever possible.

Beverly doctor speaks on diabetes

BEVERLY — Dr. David J. Lebwohl, a specialist in internal medicine and renal disease, will be the guest speaker at a diabetic program May 22 at Beverly Hospital.

Diabetics and other interested persons are invited to attend the 9 a.m. program in the Hospital Lecture Hall. A registered nurse and a dietician will also be present to supplement the lecture.

Boston Herald 5/21/79

$$$ Play Bingo ... It's Fun $$$



Planning the annual book sale of the Beverly Hospital Aid Association this week are from left, Mrs. Martin D. Singer, Mrs. Dan Murphy and Mrs. Richard W. Russell. Donated books may be dropped off at the hospital lobby Wednesday from 10-2 p.m. The sale will be Wednesday from 5-8 p.m. and Thursday from 8:30-2 p.m. Jennifer Murphy, age 2, reminds that many children's books will be offered for sale this year. Proceeds help stock the hospital book cart. (Ed Wolkin photo)

Hospital dialysis stations approved

BEVERLY— The North Shore Health Planning Council approved Monday night the recommendation of its review committee, for eight new kidney dialysis stations at Beverly Hospital.

It will bring the total number of dialysis stations at the hospital from 11 to 19, by 1982.

The hospital had originally sought 12 new dialysis stations. Another health agency, however, had recommended approval of only six new stations.

The new units would be operated by patients themselves, rather than by medical staff.

Dialysis machines are used when a person's kidneys have failed. The blood of the patient is circulated through the machines, removing waste materials.

The application must now be approved by the Massachusetts Department of Public Health.

Architect explains plan for offices in former bowling alley building

BY JOANNE M. PELTON
Times Staff Writer

5/22/79

HAMILTON — An architect for Beverly Hospital told selectmen last night that the old bowling alley behind the Hamilton-Wenham Community House will be designed for two or three doctors' offices.

Oscar Padjen showed the board preliminary drawings for the old building, which is now empty. Beverly Hospital is leasing it from the Community House.

"Beverly Hospital is anxious to start the new building," he said, noting that approval of the Planning Board is needed before work can begin.

"This project will have tremendous spinoffs for Hamilton, because the building is a bit of a dog, and we will bring professionals into the community," he said.

Plans call for 40 parking places at ths site on Asbury Street, opposite Patton Park. Twenty of these will be on Bay Road, the other 20 on Asbury Street.

The spaces could be used by the Community House in the evening, Padjen said.

No costs for renovation or leasing were given.

The building will be refurbished inside. Nothing will be done to the outside of the brick building, he said. There are also no plans to take down any trees.

"We may plan on putting in a handsome courtyard next to the Community House," Padjen told the board, "which could be converted into a homogeneous walkway."

"It looks pretty interesting," Selectman Edmund Reinhalter responded to the plans. "And it sounds like it will be a good addition to the town."

Padjen said the project will go before the Planning Board on June 4 at 7:30 p.m. at Town Hall.

Hamilton

TIMES 5/22/79

Hospital focuses on hearing

BEVERLY—Beverly Hospital will sponsor an open house on Thursday, May 24, in an effort to increase public awareness of communicative disorders and how they may be helped. From 1 to 4 p.m. in the hospital's Hearing and Speech Center, area residents may meet and talk with specialists and learn about testing equipment and devices for facilitating language and hearing.

Co-organizers Evelyn Chedekel, speech pathologist and Jacqueline Vadenais, audiologist, will be persent to discuss their fields, offer demonstrations and answer questions during the informal program.

The open house will be of particular interest to the elderly and to parents of infants and school-aged children who may suffer from hearing or speech imprairments. Professionals and others who work with the communicatively handicapped are also welcome.

GLOUCESTER TIMES 5.22.79

Hospital dinner: As part of National Hospital Week, Beverly Hospital held a dinner and symposium at Woodman's Function Hall May 10. Among the guests were Beverly Hospital Corporators, trustees, administrators, physicians and Beverly Hospital Aid Association members, along with area legislators, regional health planning people, and neighboring hospital administrators.

Moderator Josiah Spaulding welcomed Dr. and Mrs. Daniel Oberer to Beverly Hospital, and commended the members of the Medical Office Study Committee for encouraging Dr. Oberer to settle in Essex.

The symposium panelists, who spoke on the health care system as seen by the government, included David Frost, of Ipswich, executive vice president, Blue Cross of Massachusetts; Duncan Yaggy, assistant commissioner, health regulations, Department of Public Health; Alexander Sharpe, former commissioner, Department of Public Welfare; Stephen Weiner, director of law and health sciences, Boston University Law School; and former chairman of the Massachusetts rate setting commission; Frank Feeley, health consultant, Arthur D. Little Inc.; and State Sen. Robert Buell, of the joint health care committee.

Medical building plans sh

By MADELYN LIBERTI

HAMILTON — The changes contemplated for the building which once housed Community House alleys has promise of a "handsome facility", Oscar Padjen told the Board of Selectmen this week.

Padjen, a resident o Topsfield and an architect o the proposed renovations, tol the board that plans ar to provide a courtyard effe between the Communit House and the free standi building. The building ar which housed the origin bowling alleys and in late years provided a shootin range for the Auxiliar Police, has been plagued b water problems for years, b Padjen told selectmen th plans include provisions to alleviate the nuisance.

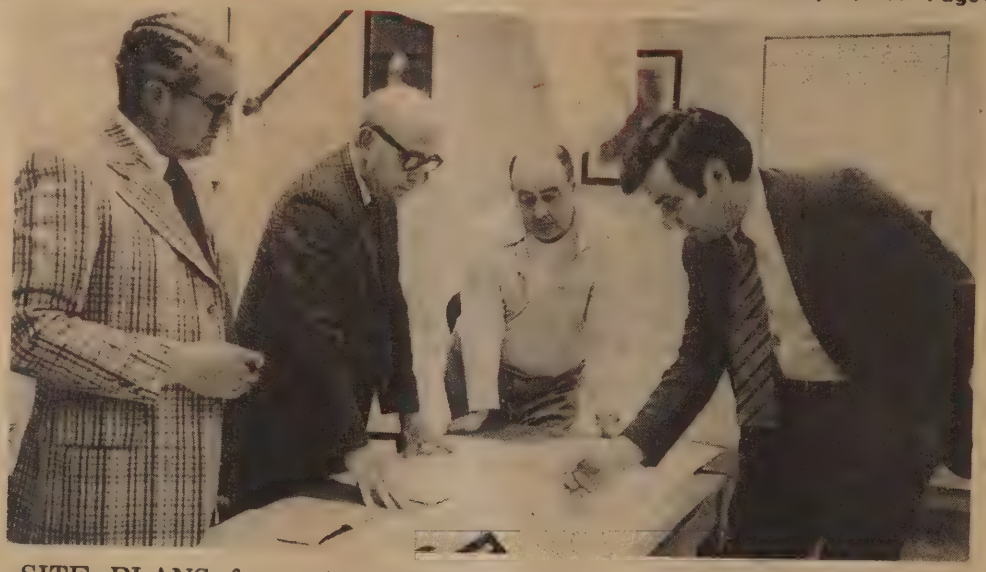
Padjen said there will be 20 parking spaces for the medical building and an additional 20 spaces with the parking accommodation, but said he would advocate "no parking " in front of the Community House on Bay Road. The selectmen were receptive to the plans.

A Planning Board hearing is

she continued her devotion to the town and its youth with her service as library trustee.

Mrs. Blanche Day, chairman of the trustees, has requested a meeting with the

Hem-Wen Chronicle



SITE PLANS for a two-stage improvement planned by Beverly Hospital for the Community House bowling alley building were shown to Hamilton Selectmen Monday night by architect Oscar Padjen (right). Viewing the plan are, from left, Selectmen Leon Purington, Edmund Reinhalter and Police Chief Robert Poole.

Selectmen shown plans for bowling alley conversion

Up to now, it's been hard to pin down exactly Beverly Hospital's plans for conversion of the former bowling alley building at the Community House into medical offices.

But the picture became much clearer Monday night when Oscar Padjen of Topsfield, the architect employed by the hospital trustees to plan the conversion project, brought some specific plans to the Hamilton Board of Selectmen.

Padjen said a "lease document" is now being prepared to firm up the agreement for use of the building and grounds between the hospital and Hamilton House, Inc., the organization which holds the property in trust.

He described a two-stage development plan. In the first stage, two physicians' offices will be put in the bowling alley building, with additional space to be used either for a third physician's office or for a non-profit, health-related organization with which the hospital is now conducting

to the basement of the main building and level off that side of the property. Then parking space would be created on that side of the building, with access from Bay road and a driveway connecting it to the Asbury street parking area and street entry.

That phase would mean turning the lawn at the south side of the Community house into parking space, removing some shrubbery and grass.

But Padjen said the "renaissance entrance" of the main Community House would remain, and a "handsome courtyard" would be created between the main house and the building in which the medical offices will be located.

When the whole project is completed, the architect said, there will be about 40 off-street parking spaces. He said that, with the additional parking already existing across Asbury street at the edge of Patton Park, there would be more than adequate parking for the offices and for any ac-

beverly

TIMES
5/24/79

Beverly Newsline



man of the Commerce ratulations to honors student Michele Hall, 15, and her father, Gerald Hall.
(Ralph Turcotte photo)



Jack Good, Chamber of Commerce education committee chairman, chats with students Karen Stone, 17, and Robert Cashman, 18, and Chamber President Norman Durkee at honors night at Beverly High School last night.
(Ralph Turcotte photo)

mber honors area students

peaker stresses personal development

ty to keep n times of a keynote la Lyons, at the Be- ght at Be- by the Be- ommerce, verly High Patten Vo-

More than 140 students received awards for high scholastic achievement during the ceremony.

Ms. Lyons told the students and their guests that the ability to get a job was important, but it was only part of the total person.

Even in the face of setbacks, she said, a person must be able to fall back on himself and his self-confidence. A person must be able to muster all of his academic and social skills to weather all the unpredictable events he might encounter in life, she said.

She said life is "difficult, unpredictable, and wonderful" and she advised the students to "suffer, fail, and succeed" so that they could say they'd "done it."

Norman Durkee, President of the Chamber of Commerce, presented the awards to the students. Each student received a paperweight engraved, "BHS '78-79' ".

Also congratulating the students and urging them on to greater achievements were Mayor Peter Fortunato, School Committee Chairman Scott Channell, and Joseph Trainor, president of the Beverly High School student council. John Good, chairman of the Chamber Education Committee officiated and the Rev. Renee Garrett of the Dane Street Congregational Church gave the invocation.

New citizens at Beverly Hospital

Gebhardt

Born at Beverly Hospital, April 18, a son, Bradley Robert, to Mr. and Mrs. Michael Gebhardt of 106 Manor Road, Beverly. Grandparents are Mr. and Mrs. Arthur Vaccaro of Danvers and Mr. and Mrs. Richard Gebhardt of Beverly.

Rhoades

Born at St. Margaret's Hospital in Dorchester, May 4, a daughter, Allison Marie, to Mr. and Mrs. James Rhmades of 34 Crosstown Ave., West Roxbury. Grandparents are Mr. and Mrs. Theodore Rhoades of Beverly.

Lotito

Born at Hunt Memorial Hospital, May 10, a daughter, Kathryn Elizabeth, to Mr. and Mrs. Thomas A. Lotito of 199 Hobart St., Danvers. Grandparents are Mr. and Mrs. Victor E. Wass of Saugus and Mr. and Mrs. Thomas J. Lotito of Beverly.

Gildart

Born at Hunt Memorial Hospital, May 10, a daughter, Jill Marie, to Mr. and Mrs. Thomas W. Gildart of 3 Goodwin Road, Beverly Farms. Grandparents are Mr. and Mrs. Emile Gagnon of Danvers and Mrs. James Gildart of Beverly.

Navarro

Born at Hunt Memorial Hospital, May 11, a daughter, Nina Marie, to Mr. and Mrs. Steven Navarro of 416 Maple St., Danvers. Grandparents are Mr. and Mrs. Anthony Navarro and Mr. and Mrs. Ronald Bolduc, all of Danvers.

Drebert

Born at Hunt Memorial Hospital, May 12, a daughter, Meredith Ellen, to Mr. and Mrs. David Drebert of 39 Railroad Ave., Beverly. Grandparents are Mr. and Mrs. Donald Netzley of Danvers and Mr. and Mrs. William Drebert of Madison, Wisc.

Brody

Born at Hunt Memorial Hospital, May 15, a son, Benjamin Tyler, to Mr. and Mrs. Steven M. Brody of 13 High St., Ipswich. Grandparents are Mrs. Charles P. Britton of Connecticut and Mr. and Mrs. Harry Brody of Illinois.

Foster

Born at Hunt Memorial Hospital, May 16, a son, Benjamin Donald, to Mr. and Mrs. Matthew H. Foster of 7 Williams St., Danvers. Grandparents are Mrs. Joyce Foster of Brookline and Mrs. Barbara McCullough of Fallbrook, Calif.

Parsons

Born at Beverly Hospital, April 27, a son, Thomas Henry, to Mr. and Mrs. Alan R. Parsons of 4 Arthur St., Beverly. Grandparents are Mr. and Mrs. William J. Minigan of Beverly, Mrs. Patricia M. Carty of Lynn and Mr. and Mrs. Henry V. Parsons of Center Ossipee, N.H.

Dubrow

Born at Beverly Hospital, May 7, daughter, Briana Lee, to Mr. nd Mrs. Jerome D. Dubrow o 21 Brackenberry Lane, Beverly. Grandparents are The Rev. and Mrs. Charles F. Hood of Beverly and Mr. and Mrs. Charles E. Dubrow of Swampscott.

Green

Born at Beverly Hospital, May 4, a daughter, Heather Catherine, to Mr. and Mrs. Richard Irving Green of 20 Pond St., Beverly. Grandparents are Mr. and Mrs. William C. Silverio and Mr. Irving E. Green, all of Beverly.

Smith

Born at Beverly Hospital, May 3, a daughter, Carley May, to Mr. and Mrs. Lawrence Smith of 43 Old Groveland Road, Bradford. Grandparents are Robert and Eunice Webber of Beverly and Al and Shirley Jefferson of Saugus.

Dube

Born at Beverly Hospital, May 7, a daughter, Rachel, to Mr. and Mrs. Richard L. Dube of 19 Bartlett St. Beverly. Grandparents are Mr. and Mrs. William E. Hayden of Danvers, Lucien Dube of Everett and Mrs. Georgette Dube of Salem.

Iovanni

Born at Beverly Hospital, May 7, a daughter, Melissa Ann, to Mr. and Mrs. Peter M. Iovanni of 7 Stewart Lane, Beverly. Grandparents are Ann and John Mavilio and Ruth and Ralph Iovanni, all of Everett.

Kendall

Born at Hunt Memorial Hospital, April 30, a daughter, Kristen Jean, to Mr. and Mrs. Michael J. Kendall of Beverly. Grandparents are Mr. and Mrs. Frank R. DiPaolo and Mrs. Barbara Kendall, all of Beverly.

Brokvist

Born at Hunt Memorial Hospital, May 1, a son, Erik Thomas, to Mr. and Mrs. Bruce W. Brokvist of 786 Cabot St., Beverly. Grandparents are Mrs. Dorothy Daly amd Mrs. Roland Brokvist, both of Beverly and Mr. Thomas Daly Jr. of Daytona Beach, Fla.

Conrad

Born at Hunt Memorial Hospital, May 7, a daughter, Kelly Ann, to Mr. and Mrs. James C. Conrad of 105 Northridge Road, Beverly. Grandparents are Mr. and Mrs. Robert C. McCay of New Orleans, La., formerly of Beverly and Mrs. James C. Conrad of Salem.

Gallagher

Born at Salem Hospital, May 7, a daughter, Kelly Ann, to Mr. and Mrs. William J. Gallagher of 3 Scenic Terrace, Salem. Grandparents are Mr. and Mrs. Arthur A. Perry of Beverly and Mr. and Mrs. William H. Gallagher of Clearwater, Fla.

Cato

Born at Salem Hospital, May 10, a son, Lawrence Michael, to Mr. and Mrs. Lawrence M. Cato of 69 Pierpont St., Peabody. Grandparents are Mr. and Mrs. Cecil R. Crawford of Peabody and Mr. and Mrs. Joseph Cempellin of Beverly.

Bochynski

Born at Salem Hospital, May 9, a son, Matthew James, to Mr. and Mrs. Richard Bochynski Sr. of 91 Tremont St., Salem. Grandparents are Mr. and Mrs. Louis Bochynski Sr. of Beverly and Mrs. Gloria Eaton of Salem.

5/24/79

Cricket 1979

PRICE TWENTY CENTS



Manchester High's SCORE students at Beverly Hospital (from left): Caroline Hardwick, Pam Stevens, Maria Maio, Leslie Thorndike, Lisa Karas. Jonathan Allen and Lisa Day were unavailable for the photo.

Beverly Hospital Welcomed Seven High School Seniors

Participants in SCORE Program

by Pamela Stevens

Beverly Hospital has often been noted for its welcoming atmosphere. Now under the auspices of Manchester High School's SCORE programs (Senior Choice of Relevant Experience) the hospital has welcomed seven ambitious Manchester Seniors as volunteers. All are pursuing career interests, though interestingly enough, only four of the seven students are interested in pursuing medical careers. The other three students were involved in non-medical departments such as Accounting and the Coffee Shop. The program, which began April 9, runs for a total of six weeks.

Project SCORE is a last quarter optional program which releases seniors from regular classes to pursue an alternative educational experience or to investigate a possible career. The program has been in existence at Manchester for eight years. There are several ways in which a senior may set up his/her program. The students at Beverly Hospital are generally working under a combination of an internship and volunteer program where the students offers on-the-job assistance in return for a hands on learning experience. Career explanation, the desire for learning, and the want to be helpful are just three reasons as to why these students' experiences have thus far been so successful.

The Emergency Room is one area of the Hospital that

(Continued on Page 8)

Panel debates medical costs

T/H&D 5.25.79

BEVERLY — The high cost of medical care and ways of controlling it was debated by six panel members at the Beverly Hospital Corporators' dinner held recently at Woodman's in Essex.

Josiah Spaulding, hospital president, welcomed more than 100 persons to the symposium which included David W. Frost, vice president, Blue Cross; Duncan Yaggy, assistant commissioner, Department of Health; Alexander Sharpe, former commissioner, public welfare; Stephen Weiner, former chairman, state Rate Setting Commission; Frank Feeley, health consultant, Arthur D. Little Co.; Sen. Robert Buell, joint health care committee.

Sharpe called upon the hospital establishment to show leadership in containing costs. "There is an incredible potential for creativity in the health care field. Hospitals could be the catalysts to provide prevention and intervention," he said. "The sharing of information is important, both within and between hospitals."

Describing the government's role, Weiner said there are three strategies to save money, regulation, prevention and promotion, competition and the free market.

He congratulated Beverly Hospital trustees for taking an active interest in government proceedings.

"Government's obligation is to assure that ways are found to continue to provide essential services, Frost of Blue Cross, said. "Stripping the system of duplication and excess capacity is clearly the job of health care professionals assisted by their regional Health Systems Agency and with community support."

Dr. Richard Rowell, president of the Massachusetts Medical Society, cited polls which show that the American public is willing to spend more if it can be assured of quality health care. "Physicians are impacting on costs in areas of treatment methods, medications and length of stay."

Council silent on pediatric unit

By LINDA CORMAN
Times Staff Writer

6/5/79

BEVERLY — The future of pediatric services at Beverly Hospital is murky and may remain so well into next year.

A committee of the North Shore Health Planning Council failed to make a recommendation at a hearing yesterday on the hospital's request for an eight-bed "swing" pediatric unit. Further deliberation on the request was delayed until a hearing Monday, June 11.

The hearing is one of a series held recently to consider a proposed $10 million reconstruction plan for Beverly Hospital. The request for the pediatric unit is one of many in the proposal which ultimately must be approved by the state Department of Public Health. Before the state department considers the plan, a council review committee and the council's board of trustees prepares a recommendation for the department.

Hospital page 5

hospital of $241,000 a year. The request would reduce the number of pediatric beds to eight, and put the unit on a floor with 25 medical-surgical beds, making 33 beds altogether.

This would be called a swing unit because unfilled pediatric beds could be used by medical-surgical patients, or the overflow in pediatrics could be placed in medical-surgical beds.

The request is being made to reduce the cost of the pe-

1, 1980, said Frances Bresnahan, chairman of the review committee.

Bresnahan questioned whether, with a 30 percent and lower occupancy rate, the hospital's pediatric unit duplicates services of North Shore Children's Hospital in Salem.

Dr. Thomas Adams, chief of the pediatrics unit at Beverly Hospital, said there is a need for a pediatrics ward outside of Route 128 because

be allowed in the state. There are now no such officially designated units, but there are numerous de facto swing units, including at Beverly Hospital, Lipkind said. A preliminary draft of new state regulations opposes swing units.

Another task force will consider what role North Shore Children's Hospital should play in the provision of pediatric services on the North Shore and whether pe-

of beds.

Bresnahan recommended the hospital withdraw its application for the 33-bed unit until state regulations are adopted. However, Bond said that would disrupt the rest of the hospital's reconstruction project. He said the 33-bed unit, whether medical-surgical or a combination of medical-surgical and pediatric, was necessary for the hospital's viability.

Hospital renewal

Beverly Times
6/6/79

It should be apparent by now that attempts by community hospitals to retain services most likely to keep them in business will be lengthy and complicated.

This point was driven home this week during a hearing on Beverly Hospital's development of a so-called eight bed "swing" pediatric unit. The unit would be used for pediatrics when needed and for other care during slow periods.

A committee of the North Shore Health Planning Council is studying the proposal which is a central part of the hospital's drive for a $10 million reconstruction.

The council's job is to make sure that overlapping services are avoided. Such duplication contributes directly to hospital care costs which have boomed far above the inflation rate in recent years.

However, the hospital's reconstruction cost is escalating too.

It is important to cut as much red tape as possible so that swift and definite decisions can be reached on hospital renewal, expansion or consolidation.

Ham-Wen Chronicle

Beverly Hospital asked for more details in site plan

The Hamilton Planning Board sent Beverly Hospital's architect Oscar Padjen back to the drawing board for a more complete site plan for the Community House bowling alley building, where the hospital corporation plans to make medical service offices.

The specific use of the building still has not been firmed up, apparently. Although the plan for parking spaces and a courtyard between the bowling alley building and the rear of the Community House was clearly shown on the plan, the use of the building was not described verbally or indicated on the plan.

Marjorie Hansen, acting as chairman of the Planning Board Monday night, told the hospital representatives and C.G. Rice, president of Hamilton House, Inc., which owns the property in question, that information about use of the building would influence the board's opinion about whether parking spaces would be adequate.

Rice, in a letter to Hamilton officials dated May 29, urged quick approval of the plan, which, he said, would be "advantageous to everyone."

In that letter, Rice stated, "Various alternative plans have been developed, and depending on the hospital's desires may progress in stages ... We consider all of them compatible to the purposes to which the property is dedicated."

Rice told the Planning Board that if Beverly Hospital is "willing to pick up the tab for putting the property into A-1 condition," the town should not delay the improvement process unnecessarily.

However, Planning Board members pointed out that the zoning bylaw requires that, before a use change takes place in a business district, a site plan indicating lighting, drainage, facilities for water supply, screening and waste disposal must be submitted.

Padjen objected that his plan met the requirements except for placement of lights on the building. He argued that more detailed plans would cost his client considerable money and valuable time as well.

"We have won all kinds of prizes and I guarantee that we'll do tasteful lighting," he said.

He said the lighting is a matter for the building inspector rather than the Planning Board, anyway.

"We're talking about land use," said Padjen.

The Planning Board asked the hospital representatives to investigate the possibility of a shared parking lot and street access with Gilbert L. Steward, Jr., who plans commercial development of the lot next to the Community House.

The suggestion was made in an attempt to avert the new driveway onto Route 1A proposed in the hospital plan at the south side of the Community House property.

Rice, impatient with the Planning Board's objections to the hospital plan, protested that it was "not very fair" of the Planning Board to suggest to "private neighbors" that they share their parking facilities.

And Padjen said he thought it "highly unlikely" that any property owner would make a commitment for cooperative street access that a future owner might not be happy with.

However, at Mrs. Hansen's urging, Padjen agreed to call Steward and explore the possibility.

Rice also told the Planning Board that Hamilton House would "put in the lights wherever you want them" in order to hasten the board's decision.

But Planning Board members wanted more detailed information about the property to be leased to Beverly Hospital under a 50 year lease with Hamilton House, and the hospital representatives agreed to have it ready before the board's next meeting.

Explorer Post car wash

BEVERLY — Beverly Hospital's medical Explorer Post will hold a car wash Sunday, June 17, from 10 to 4. The rain date will be the following Wednesday. It will be held in the rear parking lot of the hospital. Proceeds will benefit the post, a health care career exploration program for area youth.

Car wash

TIMES 6/6/79

Beverly Hospital's Medical Explorer Post will hold a car wash on Sunday, June 17, from 10 a.m. to 4 p.m. Rain date will be the following Wednesday.

Cost will be $1.50 for wash only, or $2 for wash and vacuum. The event will be held in the rear parking lot at the hospital. Proceeds from the car wash will benefit the treasury of the Explorer Post, a health care career exploration program for area youth.

$8.7m hospital project receives initial okay

By LINDA CORMAN
Times Staff Writer

6.12.79

BEVERLY — An $8.7 million reconstruction project at Beverly Hospital, $400,000 less than originally proposed, won initial approval yesterday from the North Shore Health Planning Council.

A committee of the council turned down the hospital's request for a pediatric "swing unit" but gave approval for the maintenance of an eight bed, "discrete" pediatric unit.

The proposed amended construction plans will cost about $8,730,500.

For construction to begin the hospital still must receive approval from the Board of Trustees of the Peabody-based council and the state Department of Public Health.

The department must make a decision on the hospital's application by the end of October.

Major features of the plan include:

-creation of a new $1 million operating suite to replace the current, 25 year old facility.

-expansion of the kidney dialysis facility from 11 to 19 units.

-creation of a new 13,400 square foot service building and connecting corridor ($1.7 million).

-relocation of psychiatric services from present substandard building.

-relocation of rehabilitation services.

The project review committee's approval was contingent on the reduction,$200,000 from the originally proposed $1.2 million operating suite and a reduction in square footage from 12,300 to 10,500 square feet. The committee also approved eight rather than the requested 12 additional kidney dialysis units for a saving of $60,000, a reduced lobby space for a saving of $82,000, and a reduction in storage space construction costs resulting in a $64,000 saving.

If the department approves the plan as proposed, construction could begin next spring and could be completed by the spring of 1982, Nathaniel Bond, director of Special Services for the hospital said. However, if the plan is approved as recommended by the committee, Bond said he is not sure when construction could begin. He said he is particularly concerned about whether the operating suite could be constructed under the $1 million cost constraint.

Unsatisfied with the committee's May decision on the operating suite costs, the hospital administration, in the last two weeks, submitted a compromise 11,517 square foot operating

Hospital page 5

If you see it happen begin CPR quickly...

Times 6.1.79

Don't give up.

Give immediate mouth-to-mouth resuscitation.

That was the first aid advice of medical and rescue experts, commenting in the light of yesterday's two serious swimming pool accidents affecting small children on the North Shore.

"It's really very hard to tell how things are going to come out (in an apparent drowning)," said Dr. John Bates, director of emergency at Children's Medical Center in Boston.

For that reason, Bates cautioned that cardiopulmonary resuscitation should be tried immediately, even if the situation appears "hopeless."

Dr. Richard D. Kenney, a Beverly pediatrician, echoed that advice.

"The chances of survival are directly related to what's done when they're found," he said. "Poolside CPR... improves the outcome considerably."

Diana Richards of the Beverly Chapter of the American Red Cross described the CPR process:

"The first thing to do is mouth-to-mouth resuscitation if you can get the victim out of the water.

Safety page 5

lowley Jr., cent all
of North by child
Hospital in year-old
me grim said, qu
cidence of the Ma
le pointed "Pediatr
pools are
for small

Kenne
nt drown- the sec
pools ac- cause of
ent of all vehicle a
d 90 per- to 24 ye
deaths re

Beverly Hospital gets nod for $8.7M project

6.19.79 By LARRY BLAKE
News Staff

BEVERLY— The North Shore Health Planning Council (NSHPC) has approved Beverly Hospital's plans for a major renovation-construction project, but "capped" the cost at $8,713,500, between $400,000 and $2,750,000 less than proposed by the hospital.

The NSHPC action will be sent to the state's Public Health Council for a final decision.

Francis J. Bresnahan of Peabody, NSHPC member and chairman of its project review committee, said the "cap" was important, since it helps reduce costs to the patient, who ultimately pays the bills.

The council also placed a "cap" on the cost of the proposed new surgical suite, at $1 million, which the hospital had estimated would cost $1,217,000.

The new surgical suite will be located in an area once set aside for surgery, but which the hospital postponed for lack of money. The new area, on the second floor of the Alt Building, was built in 1970. It has been used as storage space.

The old area, in a corridor between the Johnson and Alt buildings, was built in 1940. It was cited for space deficiencies (the rooms are too small) by the state's Department of Public Health in its most recent inspection. renovate the present suite than to build a new one.

The council also approved an eight-bed pediatric unit, subject to a decision by state health agencies recommending that pediatric patients be defined as those under 21 years old and to recommendations regarding pediatric beds in the area by the NSHPC, currently the subject of a study .

The approval was also subject to Beverly Hospital coming to a formal transfer agreement with Shaughnessy Hospital on the care of rehabilitative patients. Bresnahan said that one of Shaughnessy Hospital's specialities was rehabilitative care and "if you splinter these services (in different hospitals) there's no sense in having separate units set up. "

Hospital lobby Council trims $9.1million renovation bid

BEVERLY — Officials at Beverly Hospital are still hoping that $400,000, cut from major renovation plans by the North Shore Health Planning Council, will be restored at the state level.

The council has approved hospital plans for the renovation-construction project, at a cost of $8,713,500, or $400,000 less than hospital officials had requested.

But the council's approval is only "interim," stressed Nathaniel Bond, director of administrative services at Beverly Hospital.

"We hope that when we discuss this with the staff of the Public Health Council, that they would recommend the restoration of some of those dollars." dollars," Bond said.

The area health planning council's recommendations will be sent to the state Public Health Council for final approval.

Accordingto Francis Bresnahan, chairman of the council's project review committee, a spending cap is necessary to reduce patisnt costs. Part of that cap came i council recommendation that $1 million be spent on the proposed new surgical suite, instead of the $1,217 the hospital had estimated.

That reduction, plus a reduction of $64,000 in a proposed supply area, are the two major points of disagreement, said Bond.

According to the director of administrative services, the renovation-construction project involves "not space as much as the age of some of the facilities. The only real expansion is in dialysis," where he said there has been considerable growth in the last decade.

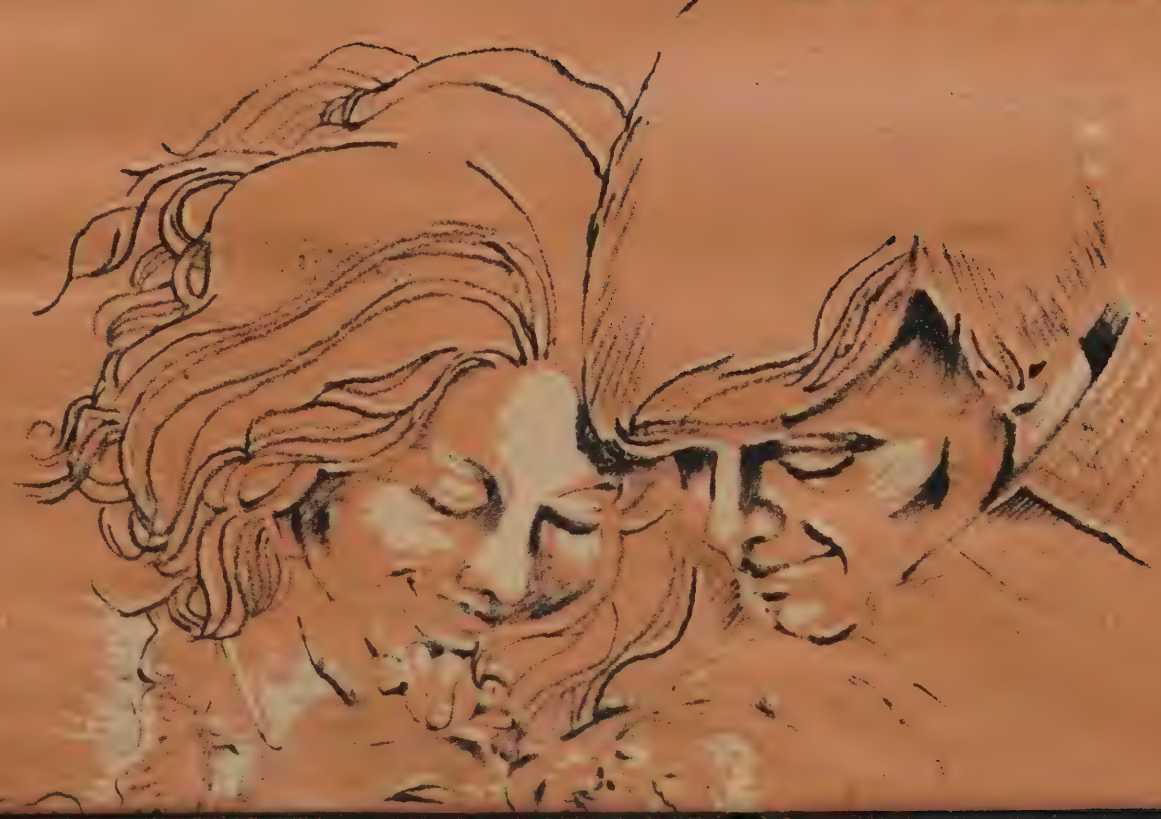
The committee approved eight, rather than 12 additional dialysis units requested by hospital officials, for a saving of $60,000.

Also approved was an eight-bed pediatric unit, subject to a redefinition of pediatric patients as those under 21 years old. Pediatric patients currently are defined as those under 14.

Recommendations of the review committee will go to Health Planning Council trustees later this month. Trustees then will make final recommendations to the state Department of Public Health.

The Birth Experience

A Family Event





Hole-in-one car

The annual Sword and Shield Open will be held Monday at Essex County Club, and any lucky golfer making "1" on a pre-designated hole will win this automobile from Toby Ford in Beverly. Shown with the car are (from left) Tim Mavrakos of the Sword and Shield Restaurant, Humphrey E.D. Lloyd of the Evelyn Lilly Lutz Cancer Foundation, which will benefit from the tournament's proceeds, and Leslie E. Ray of the Insurance Agency which bears his name.

(Staff photo)

TIMES 6.25.79

Hospital director gives notice of resignation

BEVERLY - Craig. S. Slater has resigned as executive director of the Beverly Hospital, effective Dec. 31, 1979.

In making the announcement, president and chairman of the board Josiah A. Spaulding said he had received the written resignation in May. Following lengthy discussion with other trustees as well as Slater, he accepted the resignation "with regret".

"Craig Slater has been the Hospital's chief executive officer for 19 years. He has been instrumental in the growth and change of this institution and feels it is now appropriate that he step down," said Spaulding.

Beverly, like most hopsitals, has faced increased regulation and changing consumer demands in the past decade. Slater said his resignation is intended to provide greater flexibility to the board in making decisions on the Hospital's future goals and direction.

Slater was hired in 1959 as assistant to then Administrator Mae. A. Bartley. He was appointed administrator one year later on Miss Bartley's retirement, and the title was changed to executive director in 1968.

In view of his resignation, the Board of Trustees will now reassess the role of the executive director.

Spaulding said a committee of trustees and physicians, including Slater and Medical Director A.L. Senecal, MI.D., will be appointed to search for a qualified candidate to succeed Slater.

SUMMER FIRST AID

FREE INFORMATION

Emergency Treatment of Common Injuries and Ailments

BEVERLY HOSPITAL

CONVENIENT PACKET
For Home
Car
Boat
Camp

CALL OR WRITE:
Community Relations
Beverly Hospital
Beverly, MA 01915
922-3000, ext. 222

TIMES

Lung disease club

GLOU. TIMES 6.25.79

Dr. Payne will answer questions about pills

Those with chronic lung diseases can learn about medications and their effect tomorrow at 7 p.m. at the Sawyer Free Library.

Dr. Milton Payne, Beverly physician and director of the Pulmonary Function Laboratory at Beverly Hospital will speak on "All You Need to Know About Your Pills and Didn't Know Who to Ask." He will explain types of medications used to treat chronic obstructive lung disease and their action on the body.

The Cape Ann Club of Lung Diseases is offering the free educational program. It is sponsored by the American Lung Association of Essex County and the Cape Ann Community Nursing Association.

Each person should bring a list of his medication, dosage and frequency of use, as well as pencil and paper to jot down information.

Persons wanting more information should contact the Cape Ann Community Nursing Association at 283-2020 or Eleanor Spaulding, program director, American Lung Association of Essex County, at 887-6055.

NEWS 6.26.79

Slater resigns hospital position

BEVERLY — Craig S. Slater has resigned as executive director of Beverly Hospital, effective Dec. 31, 1979.

In making the announcement, president and chairman of the board Josiah A. Spaulding said he had received the written resignation in May. Following lengthy discussion with other trustees as well as Slater, he accepted the resignation with regret.

"Craig Slater has been the hospital's chief executive officer for 19 years. He has been instrumental in the growth and change of this institution and feels it is now appropriate that he step down," Spaulding said.

Beverly, like most hospitals, has entered a continuing period of transition in the past decade, due largely to increased regulation and changing consumer needs in the health care field, Spaulding said. Slater said his resignation is intended to provide greater flexibility to the board in making decisions on the hospital's future goals and direction.

Slater, 55, was hired in 1959 as assistant to then Administrator Mae A. Bartley. He was appointed Administrator one year later upon Miss Bartley's retirement, and the title was changed to executive director in 1968.

In view of his resignation, the Board of Trustees will now reassess the role of executive director in relation to overall consideration of the hospital's long term objectives.

Spaulding said a committee of trustees and physicians, including Slater and Medical Director A.L. Senecal, M.D., will be appointed to search for a qualified candidate to succeed Slater.

Cancer fund beneficiary c

By JIM LAZAR 6.26.79
Times Sports Editor

BEVERLY — It's events like the Sword & Shield Open that deserve the headlines. Stick the energy crisis, the food shortage and Nicaragua into the trash. Make room for some happy news.

And not only was yesterday's Fourth Annual Sword & Shield Open happy news, it benefitted a most worthy cause, the Lilly Lutz Cancer Fund at Beverly Hospital. Over 130 golfers ambled around Essex County Club in Manchester in a day of fun golf under pleasant summer skies.

The low gross winner was Harold Gleason with a 75, followed by Jon Lien of Beverly at 77. Yet, Master of Ceremonies Dave Guinivan accurately pointed out at the post-golf reception at the North Beverly restaurant everyone was a winner for "just taking part in an event like this.

"Many people have done many things without any recognition," continued Guinivan, a most enjoyable speaker. "That's what makes this a great event, people giving themselves to benefit others."

Golfers began teeing off at 8 a.m. and by 6 p.m. the tournament had ended. Organizers Rick Rennick and Ray Donnelly kept the pace moving and insured everyone a hearty time. When the prime rib dinner was dished out, all saw that heartiness reach into their stomachs.

Mayor Peter Fortunato was among invited guests. Sword & Shield owner Tim Mavrakos filtered throughout, keeping the low profile he wants but not escaping praise from Guinivan. Guinivan warmed the audience with



Dr. Francis Fisher belts iron shot off fairway and looks up to see where his shot lands. Dr. Fisher, Beverly High School's principal, finished the round with a gross 85.

Photos by

Nancy Shackleton



And the Sword & Shield Open winner yesterday was Harold Gleason (second from right) as he shot a gross 72 to capture the top prize in the field of 130 golfers. Winning net
With the champs are
& Shield owner Tim M

Internist joins staff

TIMES 6.27.79

BEVERLY-Dr. Kenneth L. Zinn, a specialist in internal medicine, will soon settle in Ipswich and has been granted privileges in medicine and pediatrics on the staffs of Beverly and Cable Hospitals.

Formerly a resident of Boston, Zinn said he has been interted in establishing a North Shore practice for some time. He graduated from Boston University School of Medicine in 1975 and completed internship and residency in internal medicine at St.Elizabeth's Hospital, Brighton. For the past year, he has been an emergency room phusician at Bon Secours Hospital in Methuen.

"I wanted to practice in a small community outside the city,"said Zinn. "I believe the satisfaction derived from medicine is in taking care of people, and a private practice in internal medicine will allow this."

Zinn plans on both morning and afternoon office hours, 3 to 4 days per week initially, and stressed that he will be available to his patients at all times, including making house calls in select circumstances. "People can't always come to the office, and I am planning to meet this need," he said.



KENNETH ZINN ... internist

TIMES 6.27.79

Donald Curran honored

BOXFORD-Donald B. Curran Inc., a Boxford landscaper contractor, received an award on the White House lawn recently.

It was presented by Rosalyn Carter and . signified "significant environmental contributions."

The presentation came during ceremonies commemorating the 25th annual Landscape Awards Program of the American Assoction of Nurserymen.

Curran was among 18 nurserymen nationwide to receive the award.

Curran's recognition came for his role in the development of the Beverly Hospital Memorial Gardens.

Representing the Boxford business at the ceremony were Donald B. Curran and his wife, Carol, and superintendent Jere Trask and his wife Maureen of North Andover.

HAM-WEN CHRONICLE
Week of June 27, 1979 - Page 3

Appeals board cautious about plans for offices

It will be a while before the Beverly Hospital's plans for converting the Community House bowling alleys into office suites can come to fruition.

In an hour-and-a-half meeting last Wednesday night before the Hamilton Appeals Board, Chairman Douglas Woodlock and others questioned architect Oscar Padjen of Topsfield who represented the hospital at the meeting. At times tempers came close to the boiling point when the same questions and answers came up again and again.

The Appeals Board received a letter from the Planning Board citing objections over lighting, parking and sign placement.

Woodlock read the letter saying the Planning Board was "favorably inclined toward the project," but that the plans do not comply with zoning by-law requirements. The letter stated lack of sufficient parking spaces as its main objection. It said the Beverly Hospital plan had provided for 15 when the square footage that will be in the offices requires 60 spaces under bylaw regulations.

"We prepare these comments for your meeting," the letter said. "We will review the site plan when it is re-submitted."

Zoning by-laws require a business provide one parking space for every 100 square feet of office floor space. The proposed offices will have 6,000 square feet and although architect Padjen's plans provide for 20 spaces, Woodlock said he is loath to give a permit when the plans fall 40 short of the required number of spaces

Padjen said his plans provide for an additional 22 parking places which he would "like not to do initially."

"We would like to provide for 20 cars and an additional 22 if needed later," said Padjen. "We don't want to destroy that building or the front lawn. It's our intent to keep the automobile intrusion to a minimum. We could have shown a plan that would include 60 parking spaces and there could be no objection except for the visual."

C.G. Rice, president of Hamilton House, Inc., which owns the property in question, objected strenuously to the idea of 60 parking spaces for the office building.

"You can't possibly put that number of cars on that property," he said. "I just don't see why we've got to be kicked around between the Planning Board and the Appeals Board. We are trying to do the community a service and it seems to me that we get nitpicked."

Hamilton Police Chief Robert W. Poole spoke in favor of having Beverly Hospital open offices in the former bowling alleys.

"We need a medical facility and I hope everybody will get together and make it happen," Poole said. "If it (the proposed 22 parking spaces) isn't enough, they do have room for expansion on their lot."

Poole also said he hoped the old bowling alley, an area attached to the south side of the community House, would not have to be razed ot provide more parking spaces because the police hope to turn that area into a pistol range.

Padjen said the building would be renovated to include two medical suites with another portion for a third office, perhaps another medical office or a dental office, but "something medical-related."

The last suite could be divided into two offices.

Padjen said his problem is that the Beverly Hospital does not yet have specified doctors under contract to rent the offices and he therefore cannot submit a specific floor plan for the offices. He did show a hypothetical floor plan.

He estimated four or five people would be working in each office. Some offices might require a lab technician, or two secretaries, for example, he said.

Padjen said he has met with the Board of Health and it's possible that the existing septic system may be adequate for what the Beverly Hospital plans. He said if the system isn't large enough "we are willing to add onto it."

Padjen said, "We have no sign because we have no idea of what it will be called," but said the Beverly Hospital will comply with local laws.

Padjen also addressed another objection raised by local officials: lighting.

"Without spending a lot of engineering time on it ... (our lights) would be very similar to the two out front by the front steps. We want to use ones like those at Beacon Hill. They are a little better looking. But they would not be gas. We don't have large flood lights that are going to intrude on the neighbors."

Padjen has spoken with Hamilton electrical inspector Ronald Koning and "there is no problem there."

Finally, Padjen said, "We want to work with the community. We think it's the best use for the building."

But Chairman Woodlock said he is concerned "that the renovation of this building is being presented to us in bits and pieces. I am not sure that what you present to us is so specific that it's possible that we can say o.k. to the site plan. Normally when we get plans they are pretty far down the line."

Sherman claims Beverly hospital ad 'unpro

A Hunt Memorial Hospital administrator has labeled "unprofessional" a recent eight-page newspaper advertisement by Beverly Hospital in the latest round of the maternity unit tug o' war between the two facilities.

Hunt Hospital Administrator Richard R. Sherman said this week that the advertisement of Beverly Hospital's maternity and pediatrics services in eight North Shore newspapers last week was "in poor taste. A hospital's publicity, he said, should be initiated by the public."

Entitled, "The Birth Experience, A Family Event," the supplement described the philosophy, programs and facilities of the private, non-profit hospital.

It was the first time Beverly Hospital has used such an advertising technique. according to Grace Sawyer, coordinator of community relations for that hospital, who said the supplement was an effort to "let people know what kinds of services are available at the hospital."

Sherman said he would not consider running a similar advertisement for Hunt Memorial Hospital.

"I think a medical facility ought to be letting people know what resources are available, but I don't think this is the way to do it," he said.

Sherman said a hospital's publicity should "depend pretty much on public reaction" to the hospital's services through newspaper editorials and letters to the editor.

The North Shore Health Planning Council(NSHPC) has been pressuring the two hospitals to join their obstetrics/pediatrics services for nearly five years. So far, the federally-funded Health Systems Agency has waited for the hospitals to work out their own plan, but in September the council will make specific recommendations concerning the Beverly-Hunt situation, according to Peter C. Pommersheim, senior health planner for the NSHPC.

No recommendation has been made yet regarding which hospital should phase out its maternity unit, he said.

In September, the council will reveal a health systems plan, an over-all planning document, which will address a number of North Shore hospitals and their services in addition to the local situation, Pommersheim said.

The NSHPC and other health planning agencies have been pushing regionalizing of health care as a way to bring down escalating hospital care costs for several years.

The NSHPC proposed that four of the North Shore's ten maternity units be closed in 1974. Two hospitals have closed their maternity services since then and now the council is pushing to eliminate 25 more maternity unit beds in area hospitals.

There are 15 hospitals in Health Service Area VI served by the Peabody-based NSHPC. Eight hospitals have maternity units in the area which includes Ipswich, Topsfield, Gloucester, Malden, Everett, North Reading and Stoneham and those cities and towns surrounded by them.

The only power the NSHPC has had to enforce merger of the maternity/pediatrics services of the two hospitals has been through the state's Determination of Need Office. The planning council must approve any expansion plans for a hospital which will cost more than $100,000.

In 1975, Hunt Memorial Hospital withdrew a $6 million proposed expansion plan when the NSHPC said it would not consider approval until plans to consolidate the duplicated services were worked out between the two hospitals.

The State Public Health Council is ex-

TIMES 6.29.79

Bill Trainor dies; aided youth sports

BEVERLY — William J. "Bill" Trainor of 350½ Cabot St., well-known in Beverly for his support of youth athletics, died yesterday after a short illness. He was 59.

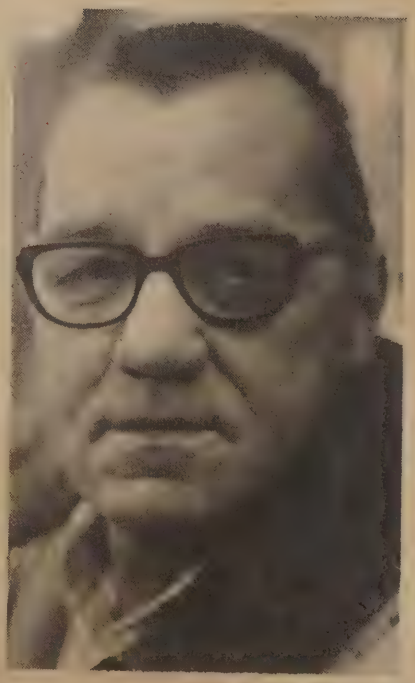
A Beverly native who lived in the city much of his life, Mr. Trainor was, in 1977, an unsuccessful candidate for Ward 3 alderman.

Mr. Trainor lived in Elmira, N.Y., for 20 years before returning to Beverly, where he was employed for many years as an orthopedic technologist at Beverly Hospital. For many years, he also served as trainer for the Beverly High School football and hockey programs.

He was a U.S. Army veteran of World War II and a member and past commander of the Herman A. Spear Post, American Legion. He also was a member of the Disabled American Veterans and Beverly Elks and a past president of the Beadle School P.T.O.

(Related story on page 15)

He leaves his wife, Dina N. (Grosso) of Beverly; six daughters, Nancy S. Trainor of Beverly, Kathleen M. Brooks, Patricia A. Trainor, Diana L. Trainor, Margaret T. Trainor, and Carol J. Trainor; one son, William J. Trainor Jr.; two brothers, Edward and Thomas Trainor of Beverly; two sisters, Mrs. Helen Richards and Mary Lou Trainor of Beverly, and several nieces and nephews. The funeral will be Saturday from the Campbell Funeral Home, 525 Cabot St., with a funeral mass at St. Mary Star of the Sea Church at 10 a.m. Visiting hours will be from 2 to 4 and 7 to 9 p.m. today.



WILLIAM TRAINOR

Memorial contributions may be made to Beverly Hospital, Beverly, Mass. 01915.



Mrs. Samuel Batchelder of Beverly Farms accepts National Landscape Award from Mrs. Rosalynn Carter on the White House lawn.

Hospital garden gets special recognition

BEVERLY - The Beverly Hospital Memorial Garden received special recognition recently in a formal ceremony at the White House.

Rosalynn Carter presented the National Landscape Award for significant environmental contribution to Mrs. Samuel Batchelder of Beverly Farms. Mrs. Batchelder and Mrs. Herbert Jaques of Wenham were co-chairmen of the hospital garden project, undertaken by the North Shore Garden Club in 1972.

The occasion was the 25th annual landscape awards program of the American Association of Nurserymen. The tribute is recognized as the nations oldest and most respected environmental and community improvement program.

The garden was also honored by similar awards given to the firm Shurcliff, Merrill and Footit of Cambridge, landscape architect for the project, and Donald B. Curran of Boxford, landscape contractor.

TIMES 7.2.79

SUMMER
FIRST AID

FREE INFORMATION
Emergency Treatment of
ommon Injuries and Ailments

B|H

CONVENIENT PACKET
For Home
Car
Boat
Camp

CALL OR WRITE:
Community Relations
Beverly Hospital
Beverly, MA 01915
922-3000, ext. 222

CRICKET 7.6.79

Beverly Hospital Unique Place

Mrs. E. Miles Herter . . . better yet, "Lee". Chances are, if you've had even the slightest association with Beverly Hospital, you've seen her—perhaps even met her.

Technically, she has been registered as a volunteer at the Hospital since September, 1956. The word "volunteer" does not do her duties full justice, however. Since that time, she has spent a great deal of her time and energies in many areas of service.

Appointed to the Board of Trustees in 1974, Mrs. Herter is currently second vice president and chairman of the Trustee Review Committee. The function of this committee is to receive and review any comments concerning activities in the Hospital.

She was formerly a member of the Medical Affairs Committee and President of the Aid Association from 1970-1972. She was also chairman of a recreation committee for patients in the Rehabilitation and Dialysis Unit. Mrs. Herter's concern with medical services drew her outside of the Hospital as well, as she also served previously on the board of the Manchester Nursing Services.

Lee Herter is truly an indispensable person. Two or three mornings per week, she is at the Hospital in her capacities as both trustee and Coffee Shop volunteer. One of the most visible people in the facility, Mrs. Herter works hard at making herself available to everyone associated with the Hospital and even those who are not.

(Continued on Page 4)



e" Herter

BEVERLY HOSPITAL UNIQUE PLACE

(Continued from Page 1)

When asked what keeps her so close to the Hospital, her captivating blue eyes twinkled as she replied: "I love being with people. I guess that's something that was born into me."

She even offered that she wishes she could do more. "Yet," she added, "If I did do more, I might spread myself too thinly, and that would be helpful to no one. Of course," she said with a smile, "there's always my husband and family, too."

Betsy Wood, Assistant Director of Administrative Services, has known and worked with Mrs. Herter for several years now. As she thumbed through Mrs. Herter's files, she commented freely. "She's absolutely a super person. I have never, ever seen her without a smile on her face. And those friendly blue eyes. . . . She's a very dedicated volunteer."

Others agree that Mrs. Herter is a very fine, likable person and that there is a feeling of closeness about her that makes her a pleasure to work with. And, in fact, it is true that her personality bubbles with warmth.

When first informed of this very article, her immediate response was a surprised "Me? But what on earth would someone have to say about me?"

Lee Herter, as unselfish, warm, and devoted as she is, is the type of person that makes Beverly Hospital such a unique place.



At the White House

First Lady Roslyn Carter, right, presents a National Landscape Award to Mrs. Samuel Batchelder of Beverly Farms during ceremonies in Washington on the White House lawn. Mrs. Batchelder accepted the award on behalf of the Beverly Hospital Memorial Garden.

Lifestyle/people

Breast reconstruction:

New techniques rebuild lives

By PENNY RAYNOR
and TOM JUERGENS
Times Staff Writers

Few things terrify most women as much as breast cancer.

"Patients are more worried about mutilation thay they are about death," said Dr. John Wysocki of Beverly, a plastic surgeon at Boston University Hospital.

For many of the 90,000 American women a year who find they have breast cancer, such fears are needless. Surgeons are moving away from radical mastectomy, and turning to reconstruction surgery for cancer victims. In this surgery, a doctor inserts a silicone or in inflatable implant where breast tissue has been removed. It leaves the breast with an almost totally normal appearance, except for some scarring.

This surgery can also be performed in the case of a radical mastectomy, said Dr. G. W. Anastasi of Danvers, chief of plastic surgery at Boston University Hospital.

Wysocki said, "Only 5 to 10 percent of women who have had mastectomies have the reconstruction done, either because they don't know it's available, or because they fear the implants will cause another cancer of hide a recurrence." He and Dr. Randolph Maloney, a general and vascular surgeon at the Massachusetts Rehabilitation Hospital in Boston, spoke on individualized treatment of breast cancer at a recent seminar at Beverly Hospital.

A radical mastectomy removes breast tissue, skin, nipples and muscle. Such a procedure not only causes physical problems with movement and swelling, but represents a threat to a woman's sexuality.

Anastasi described the relief his patients feel in successful reconstruction.

"They feel feminine again. The removal of the female breast is most traumatic in a woman's life. To many women this is what makes them women," he said.

Radical mastectomies are being used less, as National C[illegible]

Most breast reconstruction is performed in tandem with the simpler operation, but in some cases, it can be done after radical surgery, said Anastasi.

Reconstruction is performed during the initial stay or as soon as ten days after a breast cancer operation. The surgeon cuts through the previous incision and inserts the implant in a pocket made of skin and muscle. The implant can also be reconstructed in the same operation, using skin from the other nipple or from another part of the body.

The operation takes 1½ to 2 hours, unless it is done in two or three stages. With a radical mastectomy, muscle-skin flaps from the woman's back or side are brought to the chest. This creates the pocket for the breast implant. This can also be done as one operation or in two or three stages, Anastasi said.

Reconstruction can even be performed in the case of a double mastectomy, with a radical in one breast and a subcutaneous mastectomy (removing only the breast gland) in the other, he said. Implants would then be put in both breasts, he said.

Blue Cross-Blue Shield Insurance will pay for the surgery, Anastasi said.

The patient usually confers with both a general surgeon and a plastic surgeon in the relatively new two-team approach. The first team concentrates on removing the the cancer, but works closely with the plastic surgeon and a rehabilitation team to keep post-surgery worries to a minimum.

"Often a combination of chemotherapy, mastectomy and radiation is used," said Wysocki. "We present the patient with what we know and help them make the decision as to the treatment they want. Patients have more and more of a say now."

Reconstruction has been done for 15 years, said Wysocki. The silicone material in some implants is widely used in other kinds of reconstruction surgery because it has thus far proven safe and inert. It does not caus[illegible]
[illegible]er or interfere with cancer treat[illegible]



Ann Currier of Gloucester. (David Benoit

Breast cancer

One in every 13 women will get breast cancer.

Cancer in one breast means there is a 10 to 15 percent chance of cancer in the other.

Breast cancer is uncommon in women under 35, and rare in women under 20. Chances of getting it rise with age.

Breast cancer is more common in [illegible] economic groups.

horm[illegible]
strual
cance

Bre
blows
gious

The
has a

Nurses complete course

NEWS 7.17.79

BEVERLY—Seven local nurses have graduated from a comprehensive course in emergency medical care held at Beverly Hospital, coordinated by the Mass. Office of Emergency Medical Services.

The graduates include Lana Phillips, Essex and Elaine Sangster of Beverly from Beverly Hospital; Sulvia Clemenzi of Beverly from Cable Hospital in Ipswich; Susan Razin of Peabody from J.B. Thomas Hospital, Peabody; Christine Wilson of Swampscott from Winthrop Community Hospital and Francis Catabello of Danvers, an nurse for Morrison-Knudsen Co., Inc., Seabrook and Lyons Ambulance Service, Danvers.

TIMES 7.26.79

Hospital talks

The current talks by officials of Beverly Hospital and Cable Hospital in Ipswich are of great importance to residents of the entire region.

One of the realities of the hospital business is that, like hotels, hospitals must maintain a certain occupancy rate in order to pay the bills. Cable in recent years has been unable to sustain a consistent occupancy level. Anxious to continue a care facility in their town, Ipswich officials have investigated several ways of making Cable more viable. None has received necessary approvals.

The possibility of merger with Beverly offers the best chance of maintaining Cable in some capacity for health care in Ipswich. Merger could also benefit Beverly Hospital offering it a chance to solidify certain services and to develop as a regional facility. State regulations in recent years regarding ambulance equipment and training of attendants has made development of regional facilities more feasible.

Hospital operations, like so many other businesses these days, are tangled with a variety of state and federal regulations. But in so far as these can be cleared away, a Cable-Beverly consolidation would seem to be in the best interests of North Shore residents.

Ipswich health services mulled

IPSWICH — Officials of Cable Memorial Hospital and Beverly Hospital are discussing possible consolidation of services to provide health care to Ipswich residents.

The 41-bed Cable hospital has been under pressure from state and federal hospital agencies which discourage continuing operation of small hospitals.

Beverly Hospital, about eight miles from Cable Hospital, has 242 beds. John L. Good, Beverly Hospital's director of community relations, said the consolidation idea is still "at the exploratory stage."

He said both hospitals are investigating state and Blue Cross, Blue Shield requirements for shared health care services, but he said, "We're confident something will be arranged to provide health care in Ipswich."

The Ipswich hospital provides 24 hour emergency service, but has had difficulty keeping up the occupancy rates of its overnight facilities, Good said. Under a consolidation plan some services would continue at Ipswich, while Ipswich residents would go to Beverly for other services.

Hamilton-Wenham



THE PRESIDENT'S WIFE, Rosalyn Carter, presents a National Landscape Award "for significant environmental contribution;" to Mrs. Herbert Jacques of Wenham for the landscaping of the Beverly Hospital memorial garden. Mrs. Jacques was co-chairman of the hospital graden project undertaken by the North Shore Garden Club in 1972.

8.10.79

Cable, Beverly Hospital talks continue Monday

By JO BOWER
Times Staff Writer

IPSWICH — Officials of Beverly Hospital and Cable Hospital will meet again Monday night in a continuing series of informal talks on possible consolidation of the two facilities.

Jack Good, director of community relations for Beverly Hospital, emphasized yesterday that there is no formal agreement between the two hospitals yet and that talks between the two institutions are still in the exploratory phase.

He did say the burden was on Beverly to explore the options and determine what would be allowable under state regulations.

As part of this process, he and Beverly Hospital administrators have been examining testimony related to the granting of a certificate of need to Chelsea Hospital which was recently taken over by the Massachusetts General Hospital. The hospital there is presently operating an emergency room and ancillary services, a situation being explored by administrators as a possible alternative for Cable.

"We know what they (Cable) would like to continue to do, where they would like to come down," Good said.

Cable Hospital has been plagued by a declining patient population and financial troubles. For the past 15 fiscal years, it has been in the red.

Asked to elaborate on Cable's goals for future service to the community, hospital administrator J. Gerard Fournier declined to comment, saying only that negotiations between the two hospitals were continuing.

Although no formal agreements have been made yet, he said the two hospitals were "getting closer."

Good said the two hospitals were not working under any particular deadline, since Cable has a license to continue to operate as it is.

Summarizing the substance of the discussions, Good said: "We are beginning to talk back and forth whether those things (that Cable wants) would be allowed by the state and how Beverly Hospital would fit into the management of that situation."

Earlier this year, Cable's application for a certificate of need to convert 20 of its 41 acute care beds into a psychiatric unit was withdrawn after it became apparent that the application would be turned down by the state Department of Public Health.

Council executive director Carroll Colby said recently he was happy to see the two hospitals negotiating but would have to wait to see the final outcome of the talks before rendering an opinion.

"I think they're moving in the right direction. I think it's hopeful. Our board is of the position that Cable needed to develop some kind of affiliation with another hospital or hsopitals in the Cape Ann area. This apparently is a move in that direction," he said.

The council has not been directly involved in the negotiations, he said, but a representative has attended some meetings between the hospital administrators and Department of Public Health, as an observer.

SALEM NEWS 8/17/79

Cable's friends still trying

By JOAN BEDIZ

ESSEX — "You don't get love at big hospitals!" was the emotional declaration of Ipswich resident Sara Reynolds, which summed up the feelings of the majority in attendance at Thursday night's meeting with the Cape Ann Health Planning Council.

Advocates and opponents to the closing of Cable Memorial Hospital in Ipswich were given a brief opportunity to air their opinions at the Essex Elementary School.

Dr. Thomas Sullivan, member of the Board of Trustees and head of the emergency room at Cable, was given 20 minutes to present Cable as a needed and financially workable facility. Dr. Sullivan pointed out that the hospital's emergency room saw approximately 9,000 persons a year, and that it would be a 20 to 25 minute ride to the nearest alternative facility. He also stressed a need for psychiatric beds in the North Shore area in general, a deficit Cable could fill.

A privately circulated petition garnered more than 3,000 signatures in the past few weeks. "That means something," stated Sullivan, who also credited the hospital with a successful $110,000 fund raising drive.

Dr. Sullivan put the financial workability of Cable in the hands of the regulatory and rate setting agencies. He noted that neither the administrators nor the patients had the power to keep Cable Hospital in the black. The low occupancy rate is due to a variety of reasons the doctor said, but he felt that this too would improve because of the recent increase of new doctors in the area.

Dr. Sullivan asked the North Shore Health Planning Council to consider a proposal to "consider Cable Hospital as a wing of the Bevely Hospital." He proposed that the two hospitals share a joint administrative, medical and nursing staff, and that Cable still maintain a 24-hour emergency room, a dietary crew, and 20 beds.

Edward Marakovitz of the North Shore Health Planning Council, director of community participation and education, responded to Dr. Sullivan's comments, stating that, although it is not known why, North Shore people spend more money on hospital care than any other area in the state. Marakovitz stated that more than 50 percent of area residents don't go to the Cable Hospital except for emergency services. He noted that when North Shore Council of Hos met its consensus was that was not needed as an acute hospital, and that Cable di meet the standards set by NSCH.

CRICKET 8/16/79

Vial of Life Program Soon Available Here

The "Vial of Life" program by the Beverly Hospital in cooperation with the Manchester Fire Department will soon be available here. The purpose of the program is to provide life-saving information in case of emergency in the home of the handicapped, elderly or any person living alone.

A plastic vial containing information on illness, medication, physician, medical insurance, special needs and other medical and personal data. The labeled vial is taped to the underside of the upper right hand shelf of the refrigerator. A label is provided for application to the outside of the refrigerator door to alert emergency personnel that the vial is inside.

The vial, sticker and letter of instruction will soon be available free of charge through the Manchester Fire Department. Watch for further details in the Cricket.



Firefighter Bruce MacDonald receives instruction on the Vial of Life program from Dr. Sharad Chitre.

TIMES 8.22.79



Hamilton

Hospital gets first approval for conversion

By JOANNE M. PELTON
Times Staff Writer

HAMILTON — Beverly Hospital has been given a tentative approval by the Board of Appeals to move a physician's unit into the space of the former bowling alley at the Hamilton-Wenham Community House on Asbury Street.

According to Oscar Padjen, architect for the hospital, "things are still up in the air," on the project, but construction will probably begin sometime in mid October.

The appeals board has given permission for Beverly Hospital to renovate the property. It is limited to, use of the premises for medical suites accommodating no more than two physicians, one nursing and clerical assistant for each doctor.

Hospital officials had requested more than two doctors at the site, but they could not name the occupants or the services, the plan for renovations was only given tentative approval, Padjen said yesterday.

In addition to a limit on the number of physicians, appeals board approval imposes a condition that there will be no drive-way entrance from Bay Road. Also, further renovations or alterations to the property must be brought before the board again for approval.

In a final appeals board decision, it is noted, "We do not grant carte blanche to the Beverly Hospital to proceed further with development."

The decision further states that since only a tentative plan was submitted by the hospital, only a tentative approval could be given to the hospital. The decision said, " The Beverly Hospital has presented us with a tentative plan, it is appropriate for us to respond with a tentative approval."

Beverly Hospital has signed a long term lease with the Community House, and plans to use about 4,000 square feet of the 6,000 square foot bowling alley.

The use of the other 2,000 feet has not been decided, Padjen said. The appeals board has placed a condition that if the hospital does want to use this additional space, or add more doctors to the staff, it must come back again to the appeals board for another hearing.

Beverly Hospital has leased all but the main house and front grounds of the building. A minimum of 20 parking spaces is planned on the Asbury Street side of the building.

Frank Carbone elected to head medical staff

TIMES 8.22.79

BEVERLY - Dr. Frank S. Carbone Jr. was recently elected president of Beverly Hospital's medical staff, succeeding Dr. James S. Hewson. A specialist in internal medicine, Carbone maintains a private practice in Beverly.

Other officers elected were Dr. Mahesh M. Patel, plastic surgeon, vice president; and Dr. James R. Brown, pathologist, secretary-treasurer.

Also elected were chiefs of service for the coming year. They are: Dr. Peter B. Germond, department of surgery; Dr. Herbert W. Bistrong, department of medicine; Dr. Thomas W. Adams, department of pediatrics; Dr. Henry J. Ramini, department of obstetrics and gynecology; Dr. Frederick D. Kuemmerle, department of anesthesiology.

Also Dr. John A. Warden, department of radiology; Dr. Humphrey E. D. Lloyd, department of pathology; Dr. Sharad Chitre, department of emergency and outpatient services; Dr. Arthur Z. Berg, department of psychiatry Dr. Pierre E. Biron, department of medical education.

Members at Large to the medical staff executive committee are Dr. Jacob S. Kriteman and Dr. Alan L. Ansello. Members to represent medical staff at meetings of the Board of Trustees are Dr. David S. Hutchison and Dr. Estill L. Claudill III.

Discuss hospital's future

IPSWICH — The future of Cable Hospital, a 41-bed facility suffering financial difficulties, is the topic of a Cape Ann Health Planning Council meeting tomorrow.

Cable Hospital trustees have been discussing merger of some services with the 250-bed Beverly Hospital in an effort to keep the smaller hospital open for emergency and ambulatory care.

Last year, Cable Hospital, which had a 55 percent occupancy rate in 1978, petitioned the planning council asking to convert half of its in-patient beds to psychiatric care. The request was denied because the council found that there wasn't a demand for psychiatric in-patient care in Ipswich and that the small hospital didn't have adequate medical back-up, according to Carl Blumental, spokesman for the council.

Among the speakers at tomorrow's meeting, scheduled for 7:30 p.m. in the cafeteria of the Essex Elementary School, will be Gerald Fournier, hospital administrator and Dr. Thomas Sullivan, director of emergency services and a hospital trustee.

The Cape Ann Health Planning Council is a branch of the North Shore council and serves Ipswich, Essex, Hamilton, Wenham, Topsfield, Gloucester, Manchester, Rockport and Beverly.

Cable merger discussed

Discussions on the possible "consolidation" of Cable Memorial Hospital, Ipswich, with Beverly Hospital, are still in the preliminary stage, reported John L. Good, Beverly Hospital's director of community relations, Wednesday.

Beverly Hospital officials have met with representatives of the state Department of Public Health in Boston, he said, adding, "They asked some questions that have to be answered."

Beverly Hospital's management committee meet today to continue their discussions on the issue. A meeting is slated to be held next week with a committee from Cable Hospital, he said.

The state officials told Beverly to talk to other hospitals that had merged or had been absorbed by other hospitals, he said, to learn first-hand what some of the problems may be.

One example cited, he said, was Chelsea Hospital, which was taken over by Massachusetts General Hospital, which now runs an emergency room, laboratory and X-ray facility at Chelsea.

It is premature, he said, to discuss how many beds will be retained in the 41-bed Ipswich hospital, if the trustees at both hospitals do agree to a merger.

Company buys two acres

SALEM — Miles River Sand & Gravel, Inc. bought two acres of land off Paradise Road in Ipswich for $13,000. James C. Paxson of Gloucester sold the property. A deed was filed at the Registry of Deeds.



OVERGROWN WITH WEEDS, the doorway to the old Community Bowling Alleys look uninviting. But with the approval of the Hamilton Appeals Board, Beverly Hospital is getting ready to start renovations soon to turn the building into attractive physicians' offices.

Doctors' office plans get tentative approval

Beverly Hospital's plans for converting the former Community Bowling Alleys into doctors' offices are a step closer with the approval by the Hamilton Board of Appeals of the site plan. And hospital officials expect the building to be ready for use by January.

The approval is a tentative one, limited to the use of the premises on Asbury street, next to the Community House, for medical suites accommodating no more than two physicians, with one nursing and clerical assistant for each.

The approval is made with the provision that there be no driveway entrance from Bay road. In earlier site plans, the Beverly Hospital representatives had proposed a parking lot at the south side of the Community House, with driveway access onto Bay road.

At present, there is parking in front of the former bowling alleys, with access only from Asbury street, and the Appeals Board ruling aims at preserving that traffic pattern.

The Appeals Board has stated that any further additions or alterations to the building must be brought before the board.

Beverly Hospital has leased all but the main house and front grounds of the Community House complex of buildings from Hamilton House, Inc., trustees of the property donated by the Mandell family.

The approved plan shows utilization of about two-thirds of the 6000 square feet in the former bowling alley building. The hospital's plans for the remaining 2000 square feet are not yet sufficiently formulated to satisfy the Appeals Board's requirements for a site plan.

The plan submitted to the Appeals Board indicates that the present concrete ex- will be refaced. A

In granting approval of the site plan, the Appeals Board wrote, "We share the view forcefully stated by (Police) Chief Poole that the town would be well served by a medical facility such as the private practice offices proposed here. We are also fully aware that an unduly technical and inhospitable attitude by town boards jealous of their prerogatives may drive such a beneficial use elsewhere as has apparently happened in the past."

The Appeals Board was referring to an insistence by the Planning Board that a more detailed site plan be submitted.

"We find the site plan submitted sufficient for our purposes and disregard the Planning Board's contention that the plan does not conform to the (zoning) bylaw," wrote the Appeals Board.

The Appeals Board found that the zoning bylaw requirements for parking spaces for a building the size of the one under consideration greater than needed for the proposed use, and ruled that 20, rather than the required 40 spaces, would be sufficient.

"This approval of the parking arrangements is, of course, at best a tentative solution to the longer range development issues presented by increased commercial use at the Community House complex," added the board in handing down its decision.

Finally, the board wrote, "We do not grant carte blanche to the Beverly Hospital to preceed further with development. Any steps adding to or departing from those presented to us ... must follow the site plan approval route. We do not propose to impede further development, but we do propose to perform the duties of site plan approval under the standards imposed on us by the by-laws. The

Hospital to seek approval of 3.2 percent rate increase

TIMES 7-28-78

BEVERLY—Beverly Hospital intends to raise its rates an average of 3.6 percent in October, Josiah A. Spaulding, president, announced at a meeting of the hospital trustees Wednesday night. Spaulding said the rate increase had been held to an absolute minimum, through "a prodigious effort" to contain costs.

His announcement came as the hospital trustees approved a budget of $18,585,300, up 5.2 percent over the current fiscal year. Spaulding said the increase was far less than the general rate of inflation, and had been held down by stringent management, including the elimination of personnel.

If the rate increases are approved by the state, the cost per day of a semi-private room would increase from $115 to $119, he said.

Other changes would bring the charge for a private room to an amount ranging from $134 to $142, a $7 increase; intensive care to $290, a $25 increase; and cardiac care to $270, also a $25 increase.

The fee for a psychiatric bed will go up $35 and maternity rates would be held at $115 for semi-private and $127 for private rooms.

James Tomney, public relations director for the hospital, said the increase is low, compared to increases reported by the Massachusetts Hospital Association. He said the association has reported hikes ranging from 6 percent to 32 percent.

"The control which Beverly Hospital has been exerting on costs is a tremendous compliment to the physicians, the administrators, supporting personnel and trustees," Spaulding stated. "A prodigious effort was made all through this past year by the Hospital to contain the control costs."

Among the costs savings he cited is the reduction of $484,200 on the Hospital's present salary structure. Salaries under the budget increased only 3.7 percent over fiscal 1978. Supplies and expenses are expected to be up approximately 6.3 percent. The total operating expenses are expected to come out at a 5.2 percent increase. A large amount of this cost savings will come from the closing of the 20-bed Torrey floor, the elimination of some positions and the redistributing of other positions. Full time equivalent employees at the Hospital will drop from 838.5 to 808.3 next year.

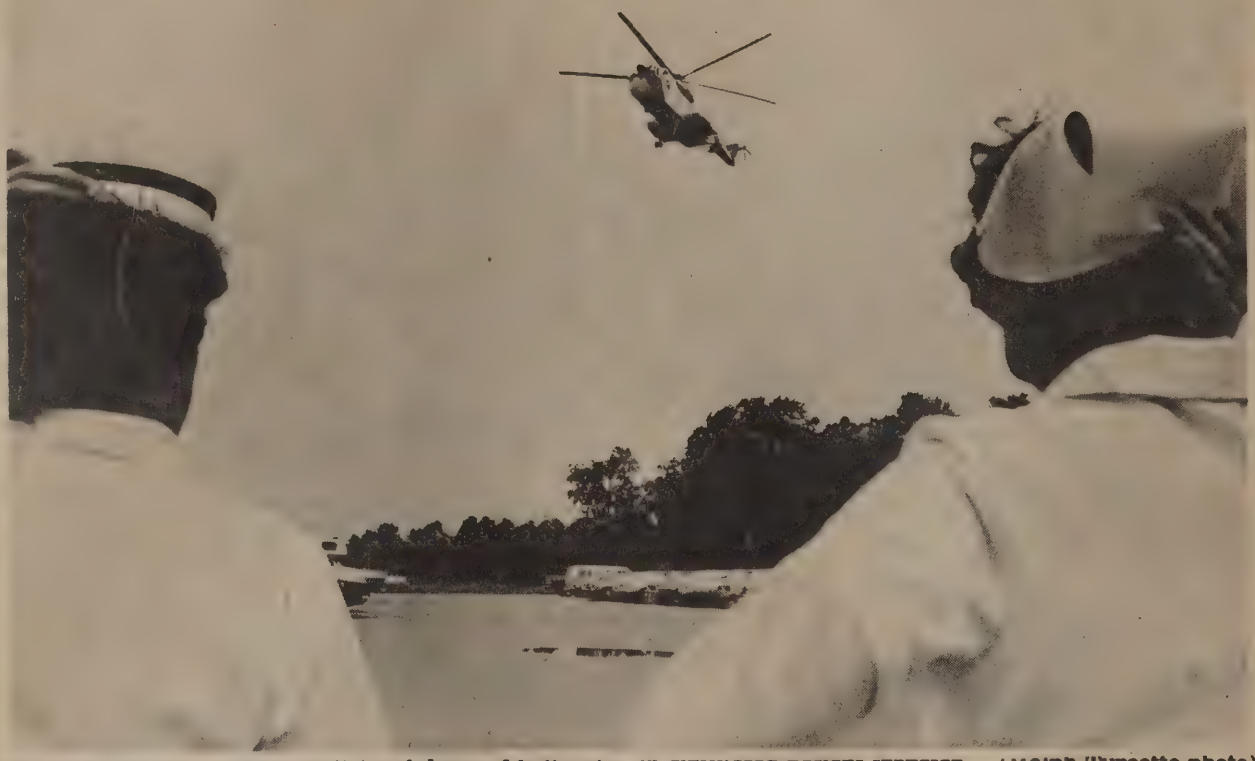
"Unfortunately, room rates will have to go up slightly next year, but only on an average of 3.6 percent, the lowest percentage increase in over five years," Spaulding reported. He said the hospital will seek required state approval for increase.

Spaulding said the increased rates are necessitated by a flattening or even a reduction in growth or impatient days and a corresponding shift to increases in less costly outpatient care. The "no growth" situation, he reported, has forced the Hospital to make difficult decisions in order to meet expenses.

"The reductions we have been able to achieve in beds and related personnel," Spaulding stressed," will not affect bed availability or the quality of care the Hospital provides its patients. It is simply a metter of a conservative and conscientious effort on the part of everyone at the Hospital to contain the costs of doing business."

rate increases throughout the State will range from 6 percent to 32 percent. All hospitals are required to submit proposed budgets to the State Rate Setting Commission each year for approval prior to any increase in rates. The budget passed by the Board of Trustees last night will be so submitted.

9.25.78



Beverly Hospital nurses await touchdown of helicopter in simulated patient transfer. (Ralph Turcotte photo)

Coast Guard tests hospital facilities

BEVERLY—The Coast Guard yesterday tested its ability to move patients from Boston hospitals to Beverly Hospital via helicopter.

Friday morning a Coast Guard helicopter arrived at Beverly Hospital's landing area greeted by a staff of six nurses, an ambulance and a clutter of curious spectators.

According to James Tomney, Beverly Hospital's public relations director, the simulation was the Coast Guard's idea.

"The Coast Guard called me this morning to see if one of their helicopters can land here successfully," Tomney said. "The simulation was a success. The nurses mobilized quickly and the ambulance arrived on time. If there were real patients they would be in good hands."

TIMES 8.3.78

Represents society

Dr. Russell J. Rowell of Beverly represented the Massachusetts Medical Society at the annual meeting of the House of Delegates of the American Medical Association June 18-22 in St. Louis, Mo.

Elected president of the state society on May 24, Dr. Rowell participated in the inaugural ceremony of AMA President Dr. Tom Nesbitt.

He has been Beverly Hospital's chief of anesthesiology since 1971 and a 25-year member of the medical staff.



Beverly Hospital's medical laboratory technician program, conducted in conjunction with North Shore Regional Community College, recently graduated five students. They are, standing from left, Deborah Corson, Susan Parkhurst, Teena Kulakowski, Geraldine Keenan and Ellen McManus. Seated, from left, are Paul Frydrych, dean of faculty at the community college; Dr. James R. Brown, pathologist and program medical director; Mrs. Kathy Levinson, program director and assistant profesor of biology; and Mrs. Francine Cecita, education coordinator.

Emergency room to stay open

NEWS
8.24.79

Cable Hospital

BEVERLY — Benjamin S. Cable Memorial Hospital in Ipswich will discontinue its 41 in-patient beds no later than Oct. 1, and Beverly Hospital will take over the operation of a 24-hour emergency room at Cable.

John L. Good III, director of public relations for Beverly Hospital, said the Cable Hospital executive board made the decision Thursday night. With one abstention, the board voted the following resolve:

"The B. S. Cable Memorial Hospital will discontinue its 41 in-patient beds no later than Oct. 1, 1979, provided that Beverly Hospital obtains the necessary approval to operate a 24-hour a day emergency room in accordance with the fourth draft of protocol for the assumption by Beverly Hospital of the responsibility for operating emergency services at B.S. Cable."

Good said Cable's 100 employees will be notified of the decision today. He said emergency roo employees will become Bever Hospital employees. Other Cab staff personnel will be offered sta positions at Beverly Hospital a the remaining employees will given assistance finding new job Good

Cable administrator Gera Fournier said the emeregenc room will "absolutely" stay ope and staffed by licensed physician There will be around the cloc protection, he said.

service as defined by the state's hospital accreditation committee and a routine emergency service as defined by the Department of Public Health, he said.



Cable Memorial Hospital

REV TIMES 8.24.79

Beverly, Cable Ho

By VIRGINIA LOWRY
Times Staff Writer

IPSWICH — The executive committee of Cable Memorial Hospital voted last night to discontinue in-patient operations, but to maintain its emergency service as a satellite of Beverly Hospital.

The end of inpatient services at ther half-century-old hospital in Ipswich will come on Oct. 1, if approved by the hospital's Board of Trustees and state and federal health agencies.

The agencies will determine the hospital's ability to operate, the number of beds to be licensed and the fee schedule for payments by such third parties as Blue Cross-Blue Shield.

"The important factor for the people of Ipswich is that the 24 hour-a-day emergency service will continue," said Jack Good, director of community relations for the radio said.

Beverly Hospital, who announced the committee's vote. He said the decision was made with one abstention.

Good said the Cable emergency service will be staffed with physicians and necessary services to support an emergency room "such as blood bank, lab, X-Ray, poison control and EKG."

He said Cable employees were to be informed of the decision at noon today.

A majority of the hospital's approximately 100 employees will lose their jobs. Good said only about 25 of Cable's present employees will be retained to staff the satellite emergency room.

"We will work with others to fill slots at Beverly Hospital that exist and we'll be looking to find others jobs elsewhere if they so desire," he said.

According to Good, the emergency room will also have two holding beds to be used for observation of patients following treatment.

Walkathons for women

Five graduate as technicians

BEVERLY — Five students were recently graduated from the Beverly Hospital Medical Laboratory Technician (MLT) program.

The graduates are Deborah Corson, Danvers; Geraldine Keenan, Reading; Teena Kulakowski, Peabody; Ellen McManus, Marblehead; and Susan Parkhurst, Manchester.

The two-year MLT program is conducted in affiliation with North Shore Community College. Students complete academic training at the college during the first year. In the second year, clinical studies at the Hospital Laboratory include chemistry, hematology, urinalysis, serology, microbiology and immunohematology.

Upon completion of studies, students obtain an associate degree in general studies with an MLT concentration and are eligible to take a national certification examination.

The MLT program is accredited by the National Accrediting Agency for Clinical Laboratory Sciences.



Recent graduates of Beverly Hospital's Medical Laboratory Technician program are, from left, Deborah Corson, Susan Parkhurst, Teena Kulakowski, Geraldine Keenan and Ellen McManus.

What next for Cable?

TIMES 8.25.79

Committee to study use of building

By JO BOWER
Times Staff Writer

IPSWICH — A joint committee of several trustees from Cable and Beverly Hospitals will study what should be done with Cable's 41-bed acute care unit now that it is being closed down.

It was announced yesterday that Beverly Hospital would be assuming the operation of Cable's emergency services. Cable trustees retain control of the building, however.

Cable employees were told of the decision at 2 p.m. yesterday with several expressing shock. Others seemed not surprised that the financially troubled Cable Hospital was going out of business as an acute care facility.

Jack Good, director of Community Relations for Beverly Hospital, said the space still belonged to Cable Hospital and Cable trustees would decide on its use.

He added that Beverly was prepared to assist Cable officials.

"There's nothing that's immediate in the mind of either board to fill that space," he said.

The most immediate task before Beverly Hospital is the filing of a Determination of Need application with the area planning council and the state Department of Public Health. Although Beverly officials have already begun discussing their plans with these agencies, a Determination of Need will have to be approved before the plan can be officially sanctioned. Good said he hoped approval could be granted by Oct. 1, the date set for the shut-down of the Cable in-patient facility.

Cable's 100 full- and part-time employees were told Friday afternoon at 2 about Cable's closure. Good said that of the 100 people, about 80 were full-time and the others were part-time. He said that as many as 35 people working both full and part-time would be retained to run the emergency room at Cable. The rest

Cable page 8

rtment of Pub- jected Cable's many of the

od, Cable offi- ıed to defend an acute care particularly mportance of ency room as ant commun- on drive was surrounding of gathering n support of

joined a new health care to preserv- hospitals and legal

ıe, however, ıtered into a Beverly Ho- rs this sum- e consolida- ies. ıs included

consultation with the state Department of Public Health and third party insurers, to determine what sorts of arrangements would be acceptable to all parties.

Carroll Colby, executive director of the North Shore Health Planning Council welcomed the talks and said an observer had been present at some of the discussions.

Cable Hospital was built after an automobile accident in 1915 in which plumbing heir Richard Crane, Jr. was injured. A classmate from Yale, Benjamin Stickney Cable was killed when their car overturned at Route 1 and Linebrook Road.

Haunted by a doctor's statement that Cable might have been saved if he had gotten to a hospital in time, Crane financed the construction of the Benjamin Stickney Cable Memorial Hospital.

-Jo Bower

for this sort of thing," he said.

Regarding the out-patient mental health clinic at Cable, operating by Human Resources Institute of Brookline, Sullivan said he expected the services would continue, - but would no longer be run by the institute. He did not know who would take over the management of the clinic.

"I think in the short-term health care costs in the area will probably be saved a little bit but in the long run I think it will be a considerable mistake. We're removing more sophisticated health care services from this Ipswich area on the basis of the fact that we can't afford them on the North Shore. It's not clear to me what we can afford if we can't afford such a basic service as Cable Hospital," Sullivan said, adding that he was speaking only for himself and not necessarily for the other trustees.

Govt. rules blamed

IPSWICH — A combination of escalating health care costs, new state guidelines for small hospitals and declining occupancy rates have in recent years sunk Cable Hospital deep into crisis.

For the past 15 years, the 41-bed institution has ended its financial year in the red and in the early and mid 70s, the hospital was faced with plummeting occupancy rates. In 1972 its deficit rose to $144,490 and remained high for several years thereafter.

Occupancy rates in 1976 were only 65.5 percent overall and pediatrics beds were only filled 18 percent of the time. Those rates have changed little, but pressures have increased.

In late 1977, the North Shore Health Planning Council recommended that 519 beds be cut from area hospitals by 1985. In addition, the hospital had to contend with a state guideline which considered the minimum optimum size for a rural hospital to be 100 beds, more than twice the size of Cable.

Faced with these pressures, coupled with deep financial woes, the Cable Hospital Board of Trustees approached the town in April 1977, pleading with it to take over the troubled hospital.

But town officials hung back, leery of the plan and the enormous risk to the town of taking on the project and the deficit. Concerned, they requested very detailed financial information on the hospital. The plan never reached fruition.

Cable Hospital officials explored other options as well, including the

History page 8

ipswich

THE SALEM, MASS., EVENING

Reaction to Cable closing mostly ne

By ROBERT McKEON
News Staff

IPSWICH — A sampling of public opinion taken over the weekend suggests that the majority of residents of the community are disturbed about the announcement that the 41 in-patient beds at Cable Memorial Hospital will be eliminated as of the first of October.

The 24-hour operation of the emergency room at the hospital will be continued by Beverly Hospital, however, and many residents expressed relief that this service will not be terminated.

But Eugene Fitzpatrick, of Paradise Road, predicted that the elimination of in-patient services is but a prelude to the discontinuance in the near future of the emergency room, resulting in the total closing of the hospital.

Lester Hills, of High Street, described the announced closing as a "stupid proposition," and Clayton McKay, of Brownville Avenue, commented: "I am shocked by the move. Someone, maybe even the town, should finance the continuation of Cable Hospital."

Edward Nagus, of Eagle Hill, who was born in Cable Hospital, remarked about the closing, "I am saddened and disappointed that it has come to this, after the hospital's years (Cable was built more than half a century ago) of service to the community."

Nagus, however, expressed the opinion that the town could not afford to take over any part of the hospital on subsidy basis.

"I am certain that every native of this town has been thankful at one time or another for the presence of Cable Hospital," declared Nagus.

Robert Day, of 8 Putnam Rd., called the closing "very unfortunate." He added, "This will mean that patients requiring hospitalization will have to go to Beverly or elsewhere. It will be very inconvenient. But I'm thankful, at least, that the emergency center will be kept."

Gerald Orsini, of Maple Avenue, who was treated for a serious ailment at Cable Hospital in recent years, commented, "If we didn't have a hospital here at that time, I wouldn't be here today."

He said time was of the essence in his case, and the closeness of Cable saved his life in that emergency.

Gary Studley, of Bush Hill Road, said , "We need a hospital in this town. The announced closing is ridiculous, and efforts should be made to keep the hospital open."

Deanna Cross, of the School Committee, described the closing as "a severe blow to the many members of the community who need the facility. The closing will be a loss to the community."

George Pechilis, of Nabby's Point Road, commented, "It's a damned shame. The move will prove to be a great inconvenience, particularly for this town's elderly."

In contrast, William Murphy, of the Zoning Board of Appeals, asserted, "They should close Cable Hospital. The hosp antiquated."

Harold "Snooky" Hors Topsfield Road, remarked rotten deal. The hospital ha me and my family well thr years."

Roland Clements, Topsfield Road, declared idiotic to think that we sh have a hospital in thi Imagine taxiing people b forth to Beverly!"

Harold Russell, of Jeffre Road, expressed satisfac the emergency center will tained, but said he had ne appreciative of the in-pat vice offered at Cable. "I suffering any serious ailr go to Beverly Hospita Russell.

Ipswich Chronicle
8/30/79



Cable staff 'in shock'

By LESLIE BROWN

There are about 20 patients in Cable Hospital this week. But it's a sure bet that the staff taking care of them feels worse than they do.

A pall has settled over Cable employees, some of whom have worked there more than 40 years.

Since they heard at an emotion-packed meeting last Friday that Cable's beds would be closed as of Oct. 1 employees say they've been in "a state of shock."

One hundred fifty seven people are affected. A few will keep their jobs in the emergency room, some will find others, several will retire and many will be out of work.

But that's not what's bothering them most. They insist Cable's closing will be a great hardship on the community. They have nothing but praise for the 62-year-old facility and say their next concern is that the emergency room will close before long.

Mary Bright is director of nurses. She's worked at Cable 19 years. She says she's known all along that Cable had serious financial problems but never thought it would "close so soon."

"We're in a state of shock," she says. "We all feel very badly. There is a need for small hospitals. We just haven't been big enough to get along (financially)."

Like most of the staff, Bright is considering the fact she'll be out of a job. She says she's heard Beverly Hospital will pick up about 20-30 employees to add to their staff. But she says she's not looking for other work yet and won't until she leaves Cable on Oct. 1.

A mistake

Dr. Thomas Sullivan, a member of the

Continued on Page 5

Final vote tonight

Must Cable close?

By JOHN COX

A millionaire gave birth to the Ben- Hospital workers, the majority of whom will probably lose their jobs entirely, were

hurt local care

revenues to the beleaguered hospital.

"We've obligated ourselves to the community to provide these services and we will continue to provide them," Way said, but under whose direction "and when, how, and where, I really don't know."

Most of the 157 full and parttime workers will probably lose their jobs when the hospital closes. But as many as 35 will find work in the emergency service and officials at Beverly Hospital and Blue Cross are making efforts to fill openings in Beverly with qualified Cable staffers or help them find jobs elsewhere.

Trustees Chairman Fred L. Carter said the hospital employees are "a big concern" of the board but added "We just don't have the answers for all that."

Carter lashed out at "government interference" in general and NSHPC policies in particular as major reasons for failure of the hospital to continue. The planning organization is "nothing more than a bureaucracy which has no feelings or sensitivity for health care in Ipswich ... unless it fits into the criteria set by Washington, he said.

Many Cable officials thought the NSHPC had encouraged Cable to expand the outpatient mental health clinic into an inpatient service, a move advocates claimed would boost the hospital's sagging patient population from the fairly steady (and low) 55 percent occupancy rate of the past few years to nearly 90 percent.

Embittered and baffled

But earlier this year, ignoring a majority task force report recommending the change at Cable, the NSHPC board of directors sided with a minority view which opposed the scheme. Last month, an initial report from DPH also attacked the plan and Cable officials, embittered and baffled, withdrew it.

Not surprisingly, NSHPC's Colby denies his agency had the hospital on its "hit list" as charged previously by its Chief Executive Officer J. Gerard Fournier (who was out of town this week and could not be reached for comment). Colby pointed out citizens from Ipswich and surrounding towns are simply not using the hospital.

inger had serious trouble paying the bills and paychecks for some workers were delayed. Springer acknowledged the cash flow coupled with the low patient census presented "a very good possibility to go bankrupt."

Still it took the executive committee more than four hours last week to come to its near-unanimous resolve.

He says hang on

The lone dissenter was Dr. Thomas A. Sullivan of Salem who works at both Cable and Salem Hospitals.

Sullivan told the Chronicle he is not convinced all other alternative solutions have been exhausted. If the hospital could somehow hang on for another year, he insists, the whole financial health of the institution would start turning around. Sullivan would like the trustees to present the town of Ipswich with "an urgent appeal to help us over the hump" for the next year. By that time he says, the recent increase in young highly qualified doctors would be reflected in more patients being referred to and treated at the local hospital.

Explaining the trustees are "responsible businessmen" concerned about the "financial integrity" of the institution, Sullivan agreed unless "something dramatic" happened before tonight (such as deep and strong political support from local officials and their legislators keep Cable open the board will vote to close the hospital.

Local doctors polled by the Chronicle unanimously agreed closure would worsen the health care available to local residents a claim disputed by NSHPC officials.

Retired Dr. William Wigglesworth, who served as the surgeon at Cable for 20 years until 1972, pointed out the hospital is the focal point of both Caldwell Nursing Home here and the home care service, suggesting those hardest hit by the closing will be the elderly. Health care will become "ever so much more difficult" he said. And Dr. Arthur Baer of Rowley, who's practiced more than 40 years in Ipswich, argued the increased distance to hospital facilities meant increased dangers to the stricken.

SALEM NEWS 8/31/79

Cable Hospital closing backed

IPSWICH—Trustees of Cable Memorial Hospital, after an emotional four-hour meeting Thursday night approved by a split vote the closing of the 41-bed hospital.

The hospital's executive committee had recommended it last week. It will result in Beverly Hospital. leasing part of the facility, to operate an emergency room, X-ray, laboratory and other backup facilities. Only two "holding" beds will remain, to be used in stabilizing emergency patients before transfer to other hospitals.

Further negotiations will be necessary to work out exact details, but Fred L. Carter, trustee chairman, said the hospital will phase out its acute care beds by Oct. 1. Cable employes nearly 150 persons. Some will stay to run the emergency care facility while a few will be hired by Beverly Hospital.

"We're not bankrupt, but we have a serious cash flow problem," said Carter.

No decisions were made for the future use of the hospital building, Carter said.

He was bitter about the North Shore Health Planning Council, a federally funded agency seeking to eliminate "unecessary" hospital beds.

The council, said Carter, "offered no input" in helping find other uses for the hospital beds. It

HOSPITAL—
Continued on Page 6

TIMES 8/31/79

City

Vials of life

"Vials of life," plastic capsules to hold information helpful to medical rescuers, are being offered free of charge through the Beverly Hospital Community Relations Office.

The capsules may be used to store information on illness, medication, physician, medical insurance, special needs and other personal data. The vials are intended for handicapped people, the elderly, or anyone living alone.



Maryanne Doyle of Beverly, right, is the first recipient of the Squibb Award for an outstanding student in Beverly Hospital's radiologic technology program. Kathy Vitale, instructor, presents the award a Doyle's completion of the program affiliated with North Shore Community College.

TIMES 8/31/79

Cable trustees OK ending in-patient service

IPSWICH — The 20-member board of trustees of Cable Memorial Hospital last night ratified last Thursday's vote from its executive committee to discontinue in-patient operations at the 41-bed hospital.

The vote was split, but chairman Fred Carter said he did not have to break a tie vote. He declined to say what the vote was or who voted which way.

The half-century-old hospital will close Oct. 1 if the necessary state and federal approvals are obtained. The 24-hour emergency room will remain open, however, as a satellite of Beverly Hospital.

"The ratification, in essense, tells Beverly that the Cable trustees are willing to close the 41 in-patient beds," Carter said.

He presented several alternatives for the financially-troubled hospital to the trustees last night, but declined to elaborate on them this morning. He did say that "one of them was bankruptcy. That's an alternative, however unacceptable."

With 14 of the trustees present, the board discussed the executive committee decision for four hours, Carter said, with the ratification vote coming near the end of the meeting.

Many concerns were brought up by the trustees, he said, ranging from "concern for personnel to Beverly's commitment to a viable operation."

Carter was reluctant to go into specifics other than to say that there were many concerns and a feeling of disappointment among the trustees.



Recent graduates of Beverly Hospital's Medical Laboratory Technician program are (standing l to r): Deborah Corson, Susan Parkhurst of Bridge Street, Teena Kulakowski, Geraldine Keenan and Ellen McManus. Seated (l to r) are Paul Frydrych, Dean of Faculty, North Shore Community College; Dr. James R. Brown, Pathologist and Program Medical Director; Mrs. Kathy Levinson, Program Director and Assistant Professor of Biology; Mrs. Francine Ceceita, Education Coordinator.

Graduates From Hospital Prog.

Susan Parkhurst, of 25 Bridge Street, graduated from the Beverly Hospital Medical Laboratory Technician (MLT) program on August 3.

The two-year MLT program is conducted in affiliation with North Shore Community College. Students complete academic training at the college during the first year. In the second year, clinical studies at the Hospital Laboratory include chemistry, hematology, urinalysis, serology, microbiology and immunohematology.

Upon completion of studies, students obtain an associate degree in general studies with an MLT concentration and are eligible to take a national certification examination.

The MLT program is accredited by the National Accrediting Agency for Clinical Laboratory Sciences.

Miss Parkhurst is the daughter of Mr. and Mrs. George Parkhurst. She is now employed full-time in the

CRICKET 8/31/79

Diabetes Assoc. Meets Sept. 6

The North Shore Chapter of American Diabetes Association will hold its first meeting of the new season on Thursday evening, September 6 at 7:30 p.m. at the Beverly Hospital Auditorium. The subject will be "The Good Life With Diabetes", a panel discussion. This meeting and all monthly meetings are open to the public. Everyone is welcome to attend!

For any further information, please call Mrs. Broll at 927-2896 or Mrs. Tremblay at 745-3508.

CRICKET 8/31/79

Quit Smoking Program

On Tuesday, September 4 at 7:30 p.m. at Beverly Hospital Auditorium, an introductory open house for people who want to quit smoking will be held by the American Lung Association of Essex County. For more information, call 887-6055.

On Tuesday, September 11 at 7:30 p.m. at Beverly Hospital Auditorium, the first meeting of the American Lung Association of Essex County's Quit Smoking Program will be held. To register, call 887-6055.

CRICKET
AUGUST 31, 1979

Beverly Hospital Elects Officers

Dr. Frank S. Carbone, Jr. was recently elected president of Beverly Hospital's medical staff, replacing Dr. James S. Hewson in that position. A specialist in internal medicine, Carbone maintains a private practice in Beverly.

Other officers elected were Dr. Mahesh M. Patel, plastic surgeon (vice president), and Dr. James R. Brown, pathologist (secretary/treasurer).

Also elected were chiefs of service for the coming year. They are Dr. Peter B. Germond, Dept. of Surgery; Dr. Herbert W. Bistrong, Dept. of Medicine; Dr. Thomas W. Adams, Dept. of Pediatrics; Dr. Henry J. Ramini, Dept. of Obstetrics and Gynecology; Dr. Frederick D. Kuemmerle, Dept. of Anesthesiology.

Also Dr. John A. Warden, Dept. of Radiology; Dr. Humphrey E. D. Lloyd, Dept. of Pathology; Dr. Sharad Chitre, Dept. of Emergency and Outpatient Services; Dr. Arthur Z. Berg, Dept. of Psychiatry; Dr. Pierre E. Biron, Dept. of Medical Education.

Members at Large to the medical staff executive committee are Dr. Jacob S. Kriteman and Dr. Alan L. Ansello. Members to represent medical staff at meetings of the Board of Trustees are Dr. David S. Hutchison and Dr. Estill L. Caudill, III.

Their hospital was their Ipswich family

By JO BOWER
Times Staff Writer

9.1.79

IPSWICH — "It's something you really think will not happen to you."

That's how one Cable Hospital employee summed up the emotions of 157 full and part time hospital workers this week, as hospital trustees prepared to close the 41-bed institution and to give the operation of the emergency room to Beverly Hospital.

Evelyn MacIntyre, director of outpatient billing and an employee for five years, said plans to close the hospital Oct. 1 came as a shock to all the staff.

She and several other employees said closing Cable will impose a hardship on people for whom travelling outside the community is difficult.

Betty Gray, assistant director of nurses, said closing Cable means more than the loss of jobs. It means, in her view, the loss of relationships as close as those in a family.

"We knew not only the patient but the patient's family," she said. "We weren't treating a number, we were treating a family situation and they knew it. It's sort of what health care should be all about but we have lost sight of it."

Jack Good, director of community relations for Beverly Hospital, has estimated that 25 to 30 employees will be retained to operate the emergency

Cable, page 8

tients and con-
ities. But there
es, Mrs. Gray
the decision by
l for surgery at
where because
follow-up care
e.
78, who has 48
in the Dietary
l:
one here feels
link they should
losing someth-

out the accessi-
ospital to local
ially those who
eave town and
ital in the old

days, when the nursing staff lived on the second floor of the hospital.

"I don't want to (retire) but still that's what people may think. I think when people give up it does something to the you . . . too much time to think," she said.

Miss Cremin said she recalls Richard Crane, who financed the building of the hospital more than 50 years ago as a man beyond words to describe. "He was so good to his help. Everyone got something in his will. We lost a treasure when we lost him. He was a wonderful man. If he were alive today, this wouldn't have happened."

Quit Smoking Program set at Beverly Hospital

News 9.4.79

TOPSFIELD — The American Lung Association of Essex County can help smokers who want to get rid of a habit that's costly both in dollars and in health, as well as regaining control of big aspect of your life.

Beginning Tuesday, Sept. 11, the organization will hold a five-week Quit Smoking Program at Beverly Hospital. The eight evening sessions include speakers, films and small group discussions led by ex-smokers. The program's emphasis is on helping you to understand why you smoke and to develop your own strategy for staying off cigarettes permanently. Special attention is given to methods of coping without cigarettes, such as exercise and relaxation training.

All sessions are from 7:30 to 9 p.m. There is a fee; and advance registration is required. An introductory open house for those wishing more information will be held this evening at 7:30 p.m. in Beverly Hospital auditorium.

To register, write or call the American Lung Association o Essex County, 239 Newburyport Turnpike, Topsfield, MA 01983.

State board ponders Cable closing

News 9.5.79

BOSTON — Officials from Beverly Hospital were optimistic today after presenting state officials Tuesday with a plan to set up an emergency care unit and back-up facilities at the Cable Memorial Hospital, Ipswich.

Cable Hospital will close by Oct. 1 if Beverly Hospital wins approval of its Ipswich emergency facility from the state Department of Public Health.

Jack Good, community relations director at Beverly Hospital, said today that Beverly Hospital officials received a warm reception for their plan from state officials in Boston Tuesday. However, no definite commitments were made and the state officials said they would notify Beverly Hospital later of their decision, he said.

Beverly Hospital would operate a 24-hour emergency room with two "holding beds", plus X-ray and laboratory facilities at Cable under the plan. The Cable trustees voted 8-6 last week to close the 41-bed facility if Beverly Hospital could win state approval of its plan.

Planning for Hospice enters final stages

By KAREN LANGLAIS

Special care for the terminally ill is about to become available on the North Shore.

Hospice of the North Shore, Inc., which emerged last spring from the discussions of a local steering committee and recently incorporated, has entered the final planning stages for its project.

Paul Lanzikos of Danvers, president of the Hospice Board of Directors, said this week the organization has begun its search for a full-time executive director.

The director will coordinate the agency's role as an advocate for the terminally ill.

The agency also is engaged in a fund-raising effort, and is requesting financial support from North Shore groups and individuals.

The largest donation so far was a $2,500 check from the Rockport Congregational Church.

And finally, a training program for Hospice volunteers is being organized, with classes to begin this fall.

"We are looking for all kinds of people," Lanzikos reports. "Clerical people, community relations, fund-raising, board members and volunteers are all needed."

The training program will involve a minimum of 20 hours. Volunteers will work 8 to 12 hours per week offering emotional support to dying patients and their families, and filling in the gaps in services required by these persons.

Interested people may inquire about the program by calling North Shore Elder Services at 532-0330.

The hospice philosophy recognizes that the dying patient no longer requires aggressive medical care. He and his family do, however, need a variety of services, from housekeeping to counseling, that are not always available through the current medical insurance system.

Lanzikos points out that several North Shore health care and educational institutions already are aware of the special care needed by the terminally ill. The local Hospice agency will provide the organizational and financial support to make these services available to everyone in need.

"The integrity of these programs has already been established," he explains. "The Visiting Nurses Association, for example, provides a variety of services. North Shore Community College has also been active in developing hospice-related programs."

Lanzikos says, "Our intention is to bring help to the terminally ill by working as much as possible through the existing health care agencies here on the North Shore."

Modeled after programs in Great Britain, hospices in this country are now growing at a geometric rate. As of October, 1978, 128 were registered with the national hospice organization. There are now an estimated 300 or more.

The British example contains the following ingredients: control of physical and emotional symptoms of the disease, coordinated care at home and in the hospital, family participation, and an interdisciplinary team of health professionals and volunteers who minister to the dying person.

The term "hospice" refers to a philosophy of care for people who are dying and not to the site of such care.

A hospice is an appropriate option when active treatment has failed and attention is shifted from cure to palliative care.

Hospices are viewed by many as an alternative to hospitalization, which can be very costly and inappropriate to the needs of the dying person.

Quit-smoking through Lung Assn. class

Do you smoke because of tension and stress?

Have you quit before, only to go back when pressure mounted up or something upsetting happened?

The Lung Association's Quit Smoking Program, beginning at Beverly Hospital September 11, may be what you need.

"Quitting smoking involves more than simply eliminating a bad habit," says Cathy Holt, health educator for the American Lung Association of Essex County. "It's a major change in lifestyle which affects a person's self-image and the ways in which daily stresses are handled. You can't eliminate smoking permanently unless you replace it with other coping strategies."

The five-week program offered by the Lung Association includes speakers, films, and small group discussions led by ex-smokers. Special emphasis is given to ways of handling stress, such as exercise and relaxation.

All sessions are from 7:30 p.m. to 9 p.m. Advance registration is required, with payment of $25, and it may be done by mail.

For further information, contact the American Lung Association of Essex County at 887-6055.

Hospital election

Dr. Carbone heads medical staff

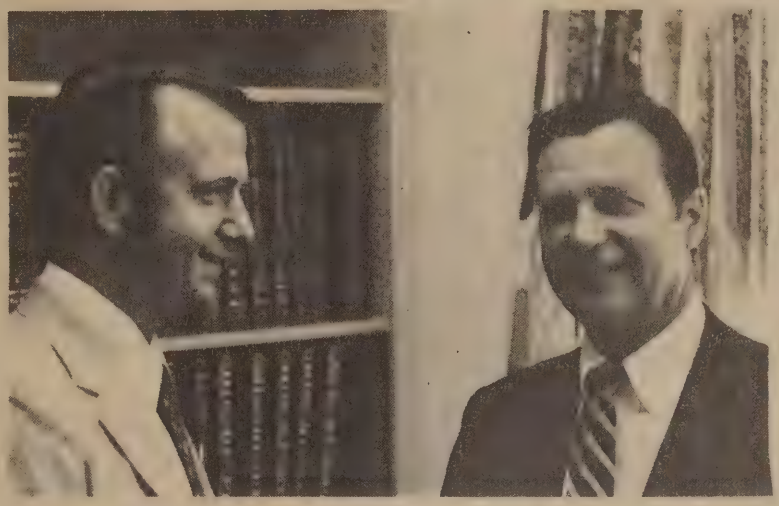
BEVERLY — Dr. Frank S. Carbone Jr. has been elected president of Beverly Hospital's medical staff, succeeding Dr. James S. Hewson.

A specialist in internal medicine, Carbone maintains a private practice in Beverly.

Other officers elected included Dr. Mahesh M. Patel, a plastic surgeon as vice-president; Dr. James R. Brown, pathologist, secretary-treasurer.

The chiefs of departments for the coming year are Dr. Peter B. Germond, surgery; Dr. Herbert W. Bistrong, medicine; Dr. Thomas W. Adams, pediatrics; Dr. Henry J. Ramini, obstetrics and gynocology and Dr. Frederick D. Kuemmerle, anesthesiology.

Also. Dr. John A. Warden, radiology; Dr. Humphrey E. D. Lloyd, pathology; Dr. Sharad Chitre, emergency and outpatient services; Dr. Arthur Z. Berg, psychiatry; Dr. Pierre E. Biron, medical education.



Dr. Frank S. Carbone Jr., left and Dr. James S. Hewson

Members at-large to the medical staff executive committee are Dr. Jacob S. Kriteman and Dr. Alan L. Ansello.

Staff representatives to board of trustee meetings are Dr. David S. Hutchison and Dr. Estill L. Caudill III.

NEWS 9.11.79

Resuscitation instruction offered

BEVERLY — Beverly Hospital is again offering instruction in cardiopulmonary resuscitation.

A newly expanded program offers two levels of training. The four-hour Heartsaver course teaches skills of one-person rescue and is held on the second Tuesday of each month from 6 to 10 p.m. The first session will be tonight.

Those desiring more extensive training and certification may attend a second session in the third Tuesday, also from 6 to 10 p.m. This session provides the additional skills of two-person rescue, infant resuscitation and obstructed airway (choking) management.

Successful completion of the eight-hour program leads to certification by the American Heart Association.

Persons who have already taken a Heartsaver course may attend both sessions for a refresher and additional skills. Those wishing only Heartsaver skills may register for any of the first sessions.

All classes are taught by volunteer hospital employees who are certified instructors with the American Heart Association. Nearly 300 area residents were trained last year

Those persons interested in the courses should call the hospital's Community Relations office for registration information.

NEWS 9.11.79

Beverly hires Cable employees

IPSWICH— Beverly Hospital has stepped up its hiring of Cable Memorial Hospital employees, as the Ipswich hospital prepares for an Oct. 1 shut-down date.

On that date, Beverly Hospital will lease space to operate a 24-hour emergency department at Cable, backed up by X-ray and laboratory specialists.

Many of the employees will be staying at Cable or offered jobs at Beverly Hospital, said John L. Good II, director of community relations at Beverly Hospital.

Good said Dr. Thomas E. Sullivan, who maintains an office in the Cable Medical Center, will be assistant director of the emergency facility, reporting to Dr. Sharad Chitri, Beverly Hospital's chief of emergency service.

Mrs. Mary Bright, Cable's director of nursing, has already been hired as

He expected there would be between 25 and 35 jobs at Cable, full-time and part-time. The hospital presently employs 137 people. There are also between 50-60 jobs of all types normally open at Beverly, he said, where Cable employees will be encouraged to seek employment.

He expects "better than half" of Cable's employees will be offered work at Beverly Hospital. Other health agencies are also helping Cable employees find employment, he said.

Beverly Hospital is also hiring all personnel in the Cable-Coburn Home Care Services agency, with the understanding that, within a year, the agency will either be set up independently or join an agency like the Visiting Nurse Association of the North Shore.

Beverly Hospital is optimistic it will win temporary approval from the state Department of Public Health for the program, but will still have to submit a full application for a determination of need, which must be approved by the North Shore Health Planning Council and the state health agenagency. The process takes eight months.

CETA van visits



9.12.79

Doctors to maintain practi

By JO BOWER
Times Staff Writer

IPSWICH — Virtually all of the physicians who maintain office hours in Ipswich will be staying, despite the closure of Cable Hospital and the takeover of its emergency room by Beverly Hospital on Oct. 1.

Dr. David Jewett, chief of staff at Cable Hospital said yesterday that x-ray, laboratory services and 24-hour emergency room services will continue to be available at Cable for local patients.

He said the the physicians who have comprised the staff at Cable Hospital will form another association and continue their cooperation. The group will be known as Ipswich Medical Associates.

Jewett said the predominant response of patients with local physicians has been to remain with their doctor, although Cable will no longer be available as an inpatient medical facility.

Most doctors already have an affiliation at either Beverly Hospital or Hunt Hospital in Danvers and many are now seeking another affiliation to replace their association with Cable.

Jewett said that affiliation with a hospital by a physician is "a privilege and not a right" and that the application process for affiliation takes a couple of months but if the doctor's credentials are in order, a hospital will usually accept him or her on its staff.

Physicians currently in Ipswich and who will be staying include: in family practice, Jewett, Dr. William Wigglesworth and Dr. Carl Soderland; in internal medicine, Dr. J. Robert Petranek, Soderland, Dr. Kenneth Zinn and Dr. Mohammad Saeed; in gynecology and obstetrics, Petranek,

More Ipswich news

Dr. Stephen Verme joins neurological group

BEVERLY — Stephen R. Verme Jr., M.D. has joined Neurological Consultants, Inc., in association with Alvan R. Schwartz, M.D.

Dr. Verme is a gradiate of Boston University College of Liberal Arts and School of Medicine. He served a medical internship at University of Wisconsin Hospital and neurology residency at University of Colorado Medical Center.

He completed a fellowship in behavioral neurology at B.U. School of Medicine and Boston VA Hospital from 1977-1979. This additional training placed particular emphasis on disorders affecting memory, language or speech, perceptual functions and coordination.



STEPHEN R. VERME JR.

Dr. Verme has been appointed to Beverly Hospital's associate medical staff with privileges in neurology.

There is no age limit for patients seen. Neurological Consultants, Inc., is located in the Parkhurst Medical Building adjacent to Beverly Hospital.

CLASSIFIED ADS SELL CARS
EVENING NEWS
744-0600
922-1089 or 468-4561

THE SHORE LINE

Teamsters keep on truckin'— They'll try Beverly again

THEY'RE AT IT AGAIN — The Truck Drivers, Chauffeurs and Helpers Union Local 42 (better known as the Teamsters) doesn't give up easily. Last year, they were soundly defeated in an attempt to organize personnel at Beverly Hospital — but **Dick Sewell**, the local's executive officer, says the Teamsters will start organizing at the hospital again next month. "It's been a year," Sewell says. "We might as well give it another shot."

25 jobs to be filled at Cable

IPSWICH — Beverly Hospital has extended 25 job offers to Cable Hospital staff to fill positions in the Cable emergency room, to be run by Beverly Hospital after Oct. 1.

Jack Good, director of community relations for Beverly Hospital, said Friday that Cable's head of nursing Mary Bright has been named head nurse for the emergency room and Dr. Thomas Sullivan, a local physician and Cable trustee, will be the assistant director of emergency services at the Ipswich facility.

Good said a total of 35 full- and part-time employees will be hired to staff the emergency room around the clock, seven days a week. Two registered nurses will be on duty at all times.

Beverly administrators are currently working out the details of a lease agreement, whereby Beverly Hospital will be charged with the responsibility of keeping up the portion of the building which houses the emergency room.

Good said that payment to Cable for use of its equipment in the emergency room was also being negotiated as part of the lease agreement.

He said the hospital expected to receive a temporary license to operate the emergency room by Oct. 1 but that the formal process of applying for a Determination of Need would have to be carried through as well and would probably take eight to ten months.

NEWS 9.17.79

Maureen Broderick, scholarship winner



Maureen Broderick, Dr. Randolph D. Maloney

BEVERLY — Maureen Broderick is the first annual recipient of the Beverly Hospital Medical Explorer Post scholarship.

The scholarship is designated for a graduating senior who has maintained active membership in the post for at least one year and has been accepted in a medical or allied health college program. Scholarship decisions are also based on academic performance, degree of maturity and financial need.

The Medical Explorer Post was organized in 1978 in an effort to provide knowledge and experience to area high school students with an expressed interest in health care careers. Students aged 15-20 are given the opportunity to work closely with experts in the field as well as to participate in various social activities and service projects.

There are currently 50 members in the Beverly Hospital post, participating in areas of special interest such as surgery, laboratory, rehabilitation, radiology, emergency, pharmacy and nursing.

Miss Broderick graduated in June from Beverly High School. She is now attending Boston University and intends to pursue a medical degree. She has been active in the Medical Explorer Post since its inception and has served as Post President and a member of the surgery sub-group.

Miss Broderick has also accumulated 1,361 hours since October, 1975 as a volunteer Candy Striper, in addition to being employed in the Hospital's housekeeping department for the past year and a half. She is the daughter of Mr. and Mrs. David C. Broderick of 34 Rowell Ave.

Maure
ship fr

M

Wins scholarship

BEVERLY — Maureen Broderick is the first annual winner of the Beverly Hospital Medical Explorer Post scholarship.

The scholarship is for a graduating senior who has maintained active membership in the post for at least one year and has been accepted in a medical or allied health college program. Scholarship decisions are also based on academic performance, degree of maturity and financial need.

The Medical Explorer Post was organized in 1978 in an effort to provide knowledge and experience to area high school students with an interest in health care careers. Students aged 15-20 work closely with experts and participate in social activities and service projects.

There are 50 members in the Beverly Hospital post, participating in areas such as surgery, laboratory, rehabilitation, radiology, emergency, pharmacy and nursing.

Miss Broderick graduated in June from Beverly High School. She will attend Boston University this fall and intends to pursue a medical degree.

She has been active in the Medical Explorer Post since its organization in March, 1978 and has served as Post President and a member of the surgery sub-group.

Miss Broderick has also accumulated 1,361 hours since October, 1975 as a volunteer Candy Striper, in an addition to being employed in the Hospital's housekeeping department for the past 1½ years. She is the daughter of Mr. and Mrs. David C. Broderick.

TIMES 9.19.79

Hospital volunteers...



Beverly Hospital's transport department volunteers and staff got together this summer for a "thank you party". From left are: Marijane McCarthy, Karen Regan, Pat Foley, Robert Foss, Leo Theriault, John Potter, Rose Landolphi, Eric Glichouse, Tom Hughes, Carol Addonizio, Harry Hardenbrook, and Betty Nesbitt.

NEWS 9.19.79

JOSEPH B. COLSON, M.D.
ANNOUNCES THE TERMINATION
OF HIS
FAMILY PRACTICE
AT 15 BROADWAY, BEVERLY

Medical Records will be transferred to any other physician upon written request, submitted to that address.

TIMES 9.19.79

Correction

BEVERLY — A neurologist on the staff of Beverly Hospital, Dr. Stephen LoVerne, has joined Neurological Consultants Inc. at the Parkhurst Medical Building.

Dr. LoVerne's name was inadvertently misspelled in an earlier announcement of his affiliation.

PUBLIC ANNOUNCEMENT CONCERNING

THE BEVERLY HOSPITAL CORPORATION HERRICK STREET, BEVERLY, MASSACHUSETTS 01915 INTENDS TO FILE AN APPLICATION WITH THE MASSACHUSETTS DEPARTMENTS OF PUBLIC HEALTH FOR DETERMINATION OF NEED TO OPERATE A 24-HOUR EMERGENCY SERVICE AT THE B.S. CABLE HOSPITAL FACILITY ON COUNTY ROAD IN IPSWICH, MASSACHUSETTS 01938. THOSE ALLIED SERVICES SUFFICIENT TO THE SUPPORT OF AN EMERGENCY SERVICE WILL BE INCLUDED. NO CONSTRUCTION PLANS OR CAPITAL EXPENDITURES ARE IDENTIFIED AT THIS TIME.

A PUBLIC HEARING SHALL BE ORDERED ON THE APPLICATION AT THE REQUEST OF ANY TEN TAXPAYERS OF THE COMMONWEALTH MADE IN WRITING, NOT LATER THAN OCTOBER 21, 1979, TO THE DEPARTMENT OF PUBLIC HEALTH, ATTENTION: DETERMINATION OF NEED PROGRAM, 80 BOYLSTON STREET, ROOM 925, BOSTON, MASSACHUSETTS 02116. THE APPLICATION MAY BE INSPECTED AT SUCH ADDRESS AND ALSO AT THE NORTH SHORE HEALTH PLANNING COUNCIL, 10 FIRST AVENUE PEABODY MASSACHUSETTS 01960.

NEWS 9.19.79

LoVerme joins medical firm

BEVERLY - Stephen R. LoVerme, Jr., M.D. has joined Neurological Consultants, Inc. in association with Alvan R. Schwartz, M.D.

Dr. Loverme is a graduate of Boston University College of Liberal Arts and School of Medicine. He served a medical internship at University of Wisconsin Hospital and neurology residency at University of Colorado Medical Center.

He completed a fellowship in behavioral neurology at B.U. School of Medicine and Boston VA Hospital form 1977-79. This additional training placed particular emphasis on disorders affecting memory, language or speech, perceptual functions and coordination.

Dr. LoVerme has been appointed to Beverly Hospital's associate medical staff with privileges in neurology.

There is no age limitation for patients seen. Neurological Consultants, Inc. is located in the Parkhurst Medical Building, Beverly.

Job fair this week

IPS. CHRONICLE 9.20.79

35 Cable staffers hired

Cable Memorial Hospital closing is drawing near and many employees have already found other jobs.

And those who haven't may have them by the end of the week, according to Jack Good, director of community relations at Beverly Hospital.

Beverly Hospital plans to employ 35 Cable employees in the Cable Emergency Room, which will be run by Beverly beginning Oct. 1. With the exception of Home Health Care all other hospital functions will cease on that date.

Dr. Thomas Sullivan, local physician and Cable trustee will be the assistant director of emergency service and will report to Dr. Shared Chitre, director of emergency service at Beverly.

Mary Bright, director of nursing at Cable will be head nurse in the emergency room and Mrs. Evelyn MacIntyre, will be in charge of admitting and billing, a job she is doing at present for Cable.

The rest of the 35 employees will staff the emergency room around the clock seven days a week.

Beverly Hospital will be responsible for keeping up the portion of the building which houses the emergency room. There are no plans at present for the rest of the hospital building.

Good says the remainder of Cable's employees, numbering about 100, should find work if they want it at Beverly Hospital and other facilities in the area.

"We are making offers to work at Beverly in the areas of nursing, x-ray and lab," says Good. "On Monday people from our food service and housekeeping departments talked to Cable employees.

A job fair, conducted by the Massachusetts Hospital Association, was conducted at Cable yesterday afternoon with a number of area hospitals participating. They included Addison Gilbert Hospital in Gloucester, Hunt Memorial Hospital in Danvers, Anna Jacques Hospital in Newburyport, Salem Hospital, Beverly Hospital, Choate Hospital in Woburn, Amesbury Hospital and several hospitals from New Hampshire.

Good says a small number of employees at Cable have refused job offers at Beverly because they don't seek work or are retiring.

"And about a dozen employees will be kept on by Cable for a time to phase out billing processes and so forth," says Good.

"By the end of the week more people will have jobs at Beverly and the ones who still desire or need employment will be placed elsewhere through Beverly or the Massachusetts Hospital Association," says Good.

Good says spirit at Cable which was down when employees learned early this month the hospital would close is "good now". He says the fact that people have new jobs to go to creates a continuity and security.

Betty Gray, R.N., assistant director of nurses at Cable says the hospital stopped admitting new patients Monday and the bed count is down to 13. Those who are still in need of hospitalization on Oct. 1 will be sent to hospitals of their choice or to nursing homes.

LEGAL NOTICE
PUBLIC ANNOUNCEMENT CONCERNING

The Beverly Hospital Corporation, Herrick Street, Beverly, Massachusetts 01915 intends to file an application with the Massachusetts Departments of Public Health for determination of need to operate a 24-hour emergency service at the B.S. Cable Hospital facility on County Road in Ipswich, Massachusetts 01938. Those allied services sufficient to the support of an emergency service will be included. No construction plans or capital expenditures are identified at this time.

A public hearing shall be ordered on the application at the request of any ten taxpayers of the Commonwealth made in writing, not later than October 21, 1979, to the Department of Public Health, attention: Determination of Need Program, 80 Boylston Street, room 925, Boston, Massachusetts 02116. The application may be inspected at such address and also at the North Shore Health Planning Council, 10 First Avenue, Peabody, Massachusetts 01960.

IPSWICH CHRONICLE 9.20.79

IPSWICH 9.20.79

LEGAL NOTICE

PUBLIC ANNOUNCEMENT CONCERNING

THE BEVERLY HOSPITAL CORPORATION, Herrick street, Beverly, Massachusetts 01915 intends to file an application with the Massachusetts Departments of Public Health for determination of need to operate a 24-hour emergency service at the B.S. Cable Hospital facility on County road in Ipswich, Massachusetts 01938. Those allied services sufficient to the support of an emergency service will be included. No construction plans or capital expenditures are identified at this time.

A public hearing shall be ordered on the application at the request of any ten taxpayers of the Commonwealth made in writing, not later than October 21, 1979, at the Department of Public Health, Attention: Determination of Need Program, 80 Boylston street, Room 925, Boston, Massachusetts 02116. The application may be inspected at such address and also at the North Shore Health Planning Council, 10 First avenue, Peabody, Massachusetts 01960.

CRICKET 9.20.79

Aid Preparing For Christmas Boutique

The Seventh Annual Beverly Hospital Aid Association's Christmas Boutique will be held at Beverly's Vittori-Rocci Post on Friday, November 2, and Saturday, November 3. Boutique 1979 will offer both evening and Saturday hours. Seventeen specialty shops from Vermont to Boston will be present, as well as an extensive selection of unusual crafts and foods. Chairmen for the event are Mrs. Thomas S. Walker and Mrs. Robert Ginn, both of Manchester.

TIMES 9.24.79

Hospital honors volunteers

BEVERLY — Adult and junior volunteers at Beverly Hospital were honored at a party Aug. 31 sponsored by the hospital's Transport Service.

Members of management and the Transport staff joined in thanking the volunteers for their time and effort.

Leo Theriault, transport supervisor, conceived the idea of the thank you party last year. "We wanted to show appreciation for the volunteers' help, particularly during the summer months," said Theriault.

An average of three volunteers per day complement the regular Transport staff and assist with transporting patients and messenger services. Adult and junior volunteers as well as Candy Stripers are especially helpful during periods of high patient occupancy and when regular staff are ill or on vacation.

"Our volunteers provide many beneficial services and become acquainted with the Hospital environment at the same time," Theriault noted. Many adult volunteers are former patients.

TIMES 9.24.79

CPR classes

Classes in CPR (cardiopulary resuscitation) are now being scheduled at the Beverly Hospital.

A newly expanded program offers two levels of training. The four-hour Heartsaver course teachers skills of one-person rescue and is held on the second Tuesday of each month from 6 to 10 p.m.

Those desiring more extensive training and certification may attend a second session on the third Tuesday, also from 6 to 10 p.m. This session provides the additional skills of two-person rescue, infant resuscitation and obstructed airway (choking) management.

Successful completion of the eight-hour program leads to certification by the American Heart Association.

All classes are voluntarily taught by hospital employees who are A.H.A. certified instructors.

City local

Christmas boutique

BEVERLY - The Seventh Annual Beverly Hospital Aid Association's Christmas Boutique will be held at Beverly's Vittori-Rocci Post on Friday, November 2, and Saturday, November 3.

Boutique 1979 will offer both evening and Saturday hours. Seventeen specialty shops from Vermont to Boston will be present, as well as an extensive selection of unusual crafts and foods. Coordinating the hand crafted items are Mrs. Daniel Murphy, Mrs. John C. Kelleher III, and Mrs. Richard A. Goldberg. Chairmen for the event are Mrs. Thomas S. Walker and Mrs. Rogert Ginn.

Cable Emergency Servire of Beverly Hospital



Diabetes Group Meeting Oct. 4

The next meeting of the Northshore Chapter of the American Diabetes Association will be held on Thursday, October 4, at 7:30 p.m. at the Beverly Hospital Auditorium. The program will be a Diabetic Encounter Meeting which will be separated into three groups of Diabetics: Insulin users moderated by Joanne Crounse and Lorraine Frye; Oral Agent users moderated by Mr. Oliver Lane; and Diet Alone moderated by Mrs. Betty Shaw.

This is a meeting you cannot afford to miss for there is much to be learned, particularly for the new diabetic, so please plan to attend. Open to all!

Call Mrs. Broll at 927-2896 or Mrs. Tremblay at 745-3508 for further information.

PUBLIC ANNOUNCEMENT CONCERNING

THE BEVERLY HOSPITAL CORPORATION, HERRICK STREET, BEVERLY, MASSACHUSETTS 01915 INTENDS TO FILE AN APPLICATION WITH THE MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH FOR DETERMINATION OF NEED TO OPERATE A 24-HOUR EMERGENCY SERVICE AT THE B.S. CABLE HOSPITAL FACILITY ON COUNTY ROAD IN IPSWICH, MASSACHUSETTS 01938. THOSE ALLIED SERVICES SUFFICIENT TO THE SUPPORT OF AN EMERGENCY SERVICE WILL BE INCLUDED. INITIAL CAPITAL EXPENDITURES IDENTIFIED AT THIS TIME ARE ESTIMATED AT $5,308 to $6,485.

A PUBLIC HEARING SHALL BE ORDERED ON THE APPLICATION AT THE REQUEST OF ANY TEN TAXPAYERS OF THE COMMONWEALTH MADE IN WRITING, NOT LATER THAN OCTOBER 21, 1979, TO THE DEPARTMENT OF PUBLIC HEALTH, ATTENTION: DETERMINATION OF NEED PROGRAM, 80 BOYLSTON STREET, ROOM 925, BOSTON, MASSACHUSETTS 02116. THE APPLICATION MAY BE INSPECTED AT SUCH ADDRESS AND ALSO AT THE NORTH SHORE HEALTH PLANNING COUNCIL, 10 FIRST AVENUE, PEABODY, MASSACHUSETTS 01960.

Legal notices

LEGAL NOTICE
NOTICE OF AVAILABILITY OF CHARITY CARE SERVICES

Beverly Hospital, Beverly, Massachusetts will make available from **October 1, 1979 through September 30, 1980 $51,270** of **Hill Burton** charity care. Charity care will be on a first request basis to eligible persons needing care who are unable to pay for hospital services until the facility's annual compliance level is met. Eligibility will be limited to persons whose family income is not more than the poverty income guidelines established by the **Communtiy Services Administration**. This notice is published in accordance with 42 C.F.R. 124.505 **Notice of Availability of Uncompensated Services.**

(9/27/79)

Legal notices

Beverly Aid plans boutique

The Seventh Annual Beverly Hospital Aid Association's Christmas Boutique will be held at Beverly's Vittori-Rocci American Legion Post on Friday, Nov. 2 and Saturday, Nov. 3. Seventeen specialty shops from Vermont to Boston will be represented, as well as an extensive selection of unusual crafts and foods. Chairmen for the event are Mrs. Thomas S. Walker and Mrs. Robert Ginn, both of Manchester.

Mental health clinic at Cable will c

By JO BOWER
Times Staff Writer

IPSWICH — The contract between Cable Hospital and Human Resources Institute, which manages the out-patient mental health clinic has been severed, but services to local residents are not in jeopardy.

Thmmas Cargill, attorney for Cable Hospital, confirmed this week that the contract was severed Aug. 24, the same day Cable's closure and the takeover of its emergency room by Beverly Hospital were announced.

The clinic itself is owned by Cable Hospital and staffed by Cable employees. Only the management function is contracted to the institute, according to clinical director Dr. Robert Way.

The clinic netted $60,000 in revenues for the hospital in its first six months of operation.

The institute provides financial and general guidance to the clinic.

"Psychiatric services for the community will continue and will be offered as part of Cable's continuing responsibility to the community," Way said.

The clinic opened in October 1977 and moved into new quarters in the medical building at Cable last year.

Negotiations between the Human Resources Institute and Cable prior to the opening of the clinic evoked protest from Beverly Hospital, which felt the move represented poor ment health planning for the area.

Human Resources Institu runs a private psychiatric hosp tal in Brookline as well as fiv out-patient clinics. The Cabl clinic has been the only on where the institute had held a management function only.

Way estimated last year tha the Cable clinic was seeing 150 patients per week, 85 percent of them adults.

In the long run, it appears that Beverly Hospital would like

Cable Hospital dies, a victim of progress

9.28.79

By MICKEY WILLIAMSON
News Staff

IPSWICH — There is a strangeness about the place.

Each bed is covered with a single sheet, not a pillow in sight. The pillows, it turns out, are all piled in the second floor bathtub, waiting to be put into storage.

The last patient went home at noon Thursday. Now everyone in the place is in reasonably good health. Those employees who remain are packing, and thinking about their own futures.

The Benjamin Stickney Cable Memorial Hospital, long a basic ingredient in this seacoast community's sense of well being, will cease to exist at 7 a.m. Monday, a victim of progress and the public's demand for economies in health care.

"It was either that or go into bankruptcy," said administrator Gerard Fournier, who will spend the next two or three months wrapping up the hospital's affairs.

"It's money. Money comes first," agreed Julia Cremin with a touch of bitterness in her voice. Her 48 years of service in the hospital's kitchen ended Wednesday.

As hospital costs went up and insurance reimbursements went down the tiny 41-bed hospital found

CABLE
(Continued on Page 8)



Sherri Robbins moves equipment at Cable

Kirk Williamson

DOING BUSINESS AS USUAL!
METRO TRAVEL
OF PEABODY INC
484 LOWELL ST., PEABODY

WANTED TO BUY
JUNK CARS
$60 CASH GUARANTEED
COMPLETE FULL SIZE AMERICAN
COMPACTS SLIGHTLY LESS
745-3472 Anytime

WATCH FOR
THE
Lyceum
TO BE FEATURED ON
CHANNEL 4's
EVENING MAGAZINE
THIS FRIDAY
SEPT. 28th at 7:30 p.m.

10.1.19

Cable Hospital closes its doors

By JO BOWER
Times Staff Writer

IPSWICH — From the outside, it looked like just another day at Cable Hospital, with the parking lot full of cars and curtains hanging at every window on the second floor.

It was Cable Hospital's last day: which for some employees meant a continuation of a complete and exhaustive inventory of every pillowcase and every scalpel and for administrators, more mountains of paperwork as the task of closing Cable Hospital, an acute care facility for 64 years wound on.

For head of nursing Mary Bright, it was moving day as she sorted through cartons and lamps in her new cubicle off of the Emergency Room, where today she assumes her new duties as an employee of Beverly Hospital and head nurse for the 24-hour-a-day facility.

But the bustle of the emergency room constrasted starkly with the silence on the second floor, as only Eleftherios "Teddy" Christopher, maintenance worker at Cable for 10 years, mopped the floor.

Cable, page 7



Empty corridor leads to empty operating room at Cable Hospital.
(Ralph Turcotte photo)

tion wo[illegible] station in a small sitting room, nine wooden armchairs remained crowded in a circle. One could almost picture the last gathering of floor nurses after the last patient went home on Thursday. But on Friday, only a few ashes and a forgotten lighter were left.

In each room, the blue and white striped mattresses lay stripped of their starched sheets, while staff members counted linens and packed them into plastic bags for sale later. "You don't know how many there are, until you start counting," one said.

Although employees were calmly and efficiently going about their tasks, there was an undercurrent of sadness.

Virginia Burnham, head of dietary services and a Cable employee for more than [illegible] who died [illegible] patient off and on at Cable for years.

Mrs. Tilton was a patient at Cable when the announcement of the hospital's impending closure was made.

" 'What am I going to do? I won't go to another hospital or to a nursing home,' " Mrs. Burnham recalled her as saying.

"We all loved her," Mrs. Burnham said.

Operating room supervisor Phyllis Lynch knelt on the floor in her department, sorting invoices. Equipment was stacked on carts around her and various monitors were pulled out from the wall, with their cords wound up. She looked harried, and said she preferred not to talk about her feelings.

Outside the operating room, the recovery room contained cartons stacked on [illegible] quarters to make room [illegible] billing operation.

There, the phones rang almost incessantly and a radio played pop music as workers discussed their feelings and their future.

Betty Blake, who has worked in outpatient billing for five years, said that beneath the calm exterior of many staff members, there was deep depression. "It's hard to watch the death of a place," she said.

But for herself, she saw a positive side to the hospital's closing. Suddenly, anything was possible in terms of a new job and "you can make a whole life decision when everything is undermined under you."

Laurie Phelan remembers Cable

IPSWICH — Laureen Phelan, 66, remembers 12-hour shifts and a live-in nursing staff at Cable Hospital.

She lived at Cable for a time too, when she came to work in the kitchen 45 years ago.

Since then, she has seen many changes at the facility built in the early part of this century.

She took a break last week from her work in accounts receivable to reminisce about how things used to be at Cable and the impact as the hospital closes its doors officially today.

"Everyone feels badly that the hospital is closing. It's going to make a big difference in a lot of people's lives and it's going to make a big difference to the town," she said.

When Miss Phelan first came to work at Cable, "all the patients were on the first floor and the nurses lived in with 12-hour shifts. They were on call anytime night and day. The ambulance was maintained by the hospital and the maintenance men did the driving. One fellow working in the lab also drove."

"The dining room was downstairs for the staff. The set up was a little different. The administrator lived here (too), her name was Abigail Monahan. The dining room was where the outpatient waiting room is now. The lab used to be where the second x-ray is now," she said.

"All the people worked together and worked together with the doctors because it was a small group."

Miss Phelan worked as a cook and dietician for 20 years. "We used to have a manuel dumb waiter," she [illegible] for she product[illegible] injured her back, she was transferred to [illegible] [illegible]



september 28, 1979. ipswich today

last patient leaves cable hospital

The last patient was dismissed from Cable Memorial Hospital yesterday and the cafeteria was shut down.

Chief Executive Officer J. Gerard Fournier, who is in charge of officially closing Cable on Sept. 30, said Thursday that the phase-out is "in the completion stage."

Of the 157 full and part time employees, he said that the hospital is keeping 10 to 12 until November and December to finish up office work at the local facility and about 30 persons are being retained by Beverly Hospital for the Cable Emergency Service which it will operate here 24 hours a day.

"Others are working at other hospitals," Fournier stated. "There are a few who do not have jobs, but not as many as I thought there would be. Those seeking placement have received placement and others are seeking out what jobs they want. I do not think that we will have many people out of work."

He said that Cable stopped taking patients on Thursday of last week.

"It has been one chore ot close down the hospital within a month," the administrator stated. "The cafeteria closed today and the last patient was sent home. All of those employees who had vacations coming have been put on vacation. The business office will stay because we have a lot of work to do and the maintenance people are at their jobs and the Emergency Room people are working.

"The nursing staff will be finished as of today (Thursday) with the exception of those who are remaining to do inventories and check out supplies and so on."

it is like a ghost town.

"All we have left are the nurses in the Emergency Room. There are a few coming in tomorrow and then we will finish it up."

september 28, 1979. ipswich today

could cable hospital be conv

Chief Executive Officer J. Gerard Fournier of Cable Memorial Hospital said yesterday he thought conversion of the 41-bed facility for a new Town Hall in Ipswich "would be an ideal set-up."

During a discussion with the new Municipal Building Needs Committee on Monday night, Chairman John Pechilis said he felt that the present Town Hall and the red house next to it should be torn down and a new facility built.

Walter Crossman, member of the Building Needs Committee, suggested looking into the possibility of acquiring Cable Hospital, which is being closed down this week with the exception of the emergency room.

"The possibility of the town taking over the hospital building has bandied around by my board," Administrator Fournier said Thursday. "We have office space, equipment and rooms which can be made over into small offices. Even the town Health Department could be here, for that matter. I think anything the town has now we have the proper place for it."

Fournier pointed out that the building is "fireproofed, sprinklered, has smoke detectors and is completely life-coded. I think it would be an ideal situation for anybody who wants to expand."

He said that "No price has been set on the building. Absolutely not. This could not be done until we get through with inventories and price everything we have. The board would like to hear a proposal, I am sure."

The Cable administrator said that he has received inquiries from "a couple of schools for emotionally ill adolescents who want to expand and need rooms where they can work with day-care centers or overnight stations in which people are treated for a period of time and released. That would be like a private school. We have another one but it is not outstanding at the present time. That is from the state but it has not progress to that stage."

Asked whether the hospital building would be rented or sold, Administrator Fournier answered, "That is in the hands of the board of trustees. I do not think that will be decided before the end of six months.

"Phasing out is an awfully emotional thing, not only for myself and for the staff but for the people of Ipswich who were born here and expected to die here."

ipswich

Cable Hospital closing

For veteran staffers—a sad event

IPSWICH — Laureen Phelan and Julia Cremin were young women when they came to work at Cable Hospital's diet kitchen.

The Great Depression had the country in its grip, Miss Cremin recalled Thursday. "It was hard but we pulled through. Occasionally we had somebody come to the door that wanted something to eat and the superintendent always said, 'Give them sandwich and a cup of coffee.'"

Now, 48 years later and well past the time most people begin drawing social security checks, Miss Cremin is entering retirement as the hospital closes. Partial retirement, anyway, said the vigorous woman who doesn't want to see her age in print but admits to being "over 70."

"I (wouldn't) mind retiring so much if it wasn't a forced retirement," Miss Cremin added.

In the 1950's the hospital needed more beds and the employees moved out. Since then administrators and their families have occupied the red house on the hospital grounds. Nurses, housekeepers and kitchen aides have spread out into Ipswich and surrounding towns.

Both women talked wistfully about their futures and expressed sadness at the hospital's closing.

"I'm going to rest for a while. Then I'm going to try to find some little thing that keeps me occupied," Miss Cremin planned aloud.

Miss Phelan remarked, "I probably would have retired in a year or so anyway. I have a lot of interests so I'll keep busy."



Members of the Beverly Hospital Aid Association met at the home of Mrs. Daniel Murphy recently to prepare crafts for the annual Christmas Boutique at Vittori Rocci Post Nov. 2-3. On hand from left, Mrs. Murphy, Mrs. John V. O'Brien, Mrs. Richard A. Goldberg, Mrs. Richard M. Kelleher. Persons who can help by donating a craft or baked goods or preserves can call 927-7386 or 927-1264 for further information. (Ralph Turcotte photo)

Hospital boosts rates

BEVERLY — Room rates at Beverly Hospital will increase today, the hospital announced.

The new rates have been approved by the state Rate Setting Commission. The increases were "necessitated" by increases in the hospital's costs for supplies, equipment, salaries, fuel and utilities, and other operating expenses, said John L. Good III, spokesman.

The charge for most semi-private rooms will increase more than eight percent, from $119 to $130 per day; and private rooms will be up from $137 to $145. Intensive Care and Cardiac Care rooms will be $300, respective increases of $10 and $30.

Maternity charges will be $135 (semi-private) and $145(private). Nursery and pediatric rates will be $110 and $140, respectively. In-patient psychiatry will increase to $210.

Good said that austerity in budgetary increases for fiscal year 1980 enabled holding expenses below the national inflation rate of more than 13 percent, despite the fact that the Hospital's costs of doing business have increased substantially.

Good said increases in operating expenses in previous years reflect Beverly's efforts to control, as much as possible, increases that must be passed on to patients.

10.2.79

Hospital rates up 10% in Beverly

By NELSON BENTON
News Staff

BEVERLY—Room rates at Beverly Hospital are going up an average of 10 percent effective this week.

Hospital officials announced Monday that as of that day, the cost of a semi-private room would be increased by 9.2 percent from the $119 to $130 per day while the cost of a private room would be increased by 5.8 percent from $137 to $145 per day.

In addition, the daily rate for intensive care and cardiac care patients was increased to $300, up $10 and $30 respectively.

Under the new schedule maternity charges will be increased to $135 for a semi-private room than (up from $115), and $145 for a private room (up from $127). Nursery and pediatric rates will go to $110 and $140 respectfully (up from $76 and $119). And the daily charge for rooms in the psychiatric unit will go to $210 (up from $195).

According to a hospital release, the new rate which has been approved by the Massachusetts Rate Setting hospital rates Commission, "We're neccisitated by increases in the hospitals costs for supplies, equipment, salaries, fuel and utilities and other operating expenses."

The release went on to note that by keeping budget increases to a minimum for fiscal 1980, expenses have been kept below the national inflation rate of 13 percent. This, "despite the fact that the hospital costs of doing business have increased substantially."

HOSPITAL—
Continued on Page 6

prior to the closing of Cable)

Last week, Salem Hospital announced that its room rates would be increased $10 from $135 to $145 for a semi-private room, a hike of 7.4 percent, and from $150 to $160 for the most expensive private room, a hike of 6.6 percent.

Gloucester (Mass.) Daily Times, Thurs., Oct., 4 1979 19

Beverly Hospital hikes rates

Beverly Hospital has increased its room rates.

The new rates, approved by the state Rate Setting Commission, were forced by increases in the hospital's costs for supplies, equipment, salaries, fuel and utilities, and other operating expenses, said hospital spokesman John Good III.

The charge for most semi-private rooms will increase more than eight percent, from $119 to $130 per day, and private rooms will increase from $137 to $145.

10.2.79

Cable's last day

There is bound to be sadness when a community hospital closes its doors.

And this certainly is the case for hundreds of workers and citizens of Ipswich when the 64-year old Cable Memorial Hospital reached its final day of operation this week as an acute care facility.

Fortunately in Cable's case, emergency facilities will remain. Officials of Beverly Hospital, which has assumed much of the responsibility formerly served by Cable, has indicated further uses of the building.

There has been the inevitable adjustment in the form of personnel reductions. Afterall ,that was the major goal of the consolidation. Displaced persons have been assisted to other employment in so far as that is possible.

But a community hospital such as Beverly Hospital, Salem, Hunt, J.B. Thomas and others on the North Shore, are more than mere buildings. They become vital parts of the community's life. They are the locus of the community's struggle with life and death and hospitals eventually touch the lives of most citizens.

While we recognize the need of containing skyrocketing hospital costs, there is an inevitable price paid in human terms. Many Ipswich residents had a warm relationshipo with their hospital. And it is this feeling of loss which surely many Ipswich residents must be feeling today.

We hope that the new arrangement proves to be, if not as intensely personal, a warm, satisfying and efficient plan for continued health care in the community.

Cable's home care services to con

IPSWICH — Although Cable Hospital has closed, its home care services will continue.

The Cable Coburn Home Care Service has been absorbed into the Visiting Nurses Association of Hamilton-Wenham, which will service the towns of Ipswich, Rowley and Essex.

The hospital Board of Trustees voted recently to dissolve the 13-year-old service, staffed by six nurses, two home health aides, a secretary and medical advisor and to transfer the staff and all cases to the neighboring nurses association, according to chairman Fred Carter.

Polly Skotnes, former administrator for the Cable service and now administrator of the visiting nurses association, said yesterday all nursing services will continue to be provided.

The service offers nursing care and physical, speech and occupational therapy, medical social services home health aides and the provision of medical supplies and equipment to the elderly and the handicapped.

For the present, the Ipswich staff is remaining at Cable Hospital in its offices there, but the new association is currently seeking larger quarters for the enlarged staff.

The Hamilton-Wenham Association is comprised of four part-time nurses and a secretary, Mrs. Skotnes said.

The 24-hour, seven-day-a-

Gloucester Times Oct. 3, 1979

Cable limited to emergency

ESSEX — Cable Memorial Hospital has been a reassuring thought in the minds of many Essex residents for most of their lives. Today the hospital itself is closed, and only the emergency room and laboratory remain open.

The hospital closed last week after long months of struggle to remain open as a full health care facility. Essex residents, along with Ipswich, Rowley and other towns must look to other hospitals for care, namely Beverly.

Cable Hospital has been caring for patients in this area for 64 years, with a new wing buildt in 1961. Today, that new wing houses the 24-hour emergency service, which is fully equipped to handle any critical emergency, just as it has been in the past.

The emergency service will remain under the direction of Dr. Thomas Sullivan and Dr. Sharad Chitre, who is the Chief of Beverly Hospital's emergency service. Dr. Sullivan will direct the 24-hour coverage of physicians at the service, on a rotation basis.

The facility will also be staffed with nurses around the clock, under the direction of Mary Bright, Coordinator of the Nursing Staff at the emergency room.



Sally O'Maley photo

Cable Memorial Hospital maintains emergency service

This week Poor's Ambulance Service stood by outside the emergency facility, where it will be based to provide emergency transportation as it has in the past. The Essex Fire Department ambulance will, of course, remain as the emergency transportation facility in this town.

Now that the trustees of Cable Hospital have combined with Beverly Hospital, physicians from that hospital will provide back-up coverage for the doctors in Ipswich. These members of the Cable staff have been given courtesy privileges to practice at the Beverly Hospital and admit their patients there. Most of the Ipswich physicians also hold such privileges at Salem Hospital and Hunt Memorial Hospital in Danvers.

When a patient is taken to the emergency room at Cable, if hospitalization should be necessary, the patient will have the opportunity to choose a physician and hospital. Patients seen in the emergency room and requiring inpatient admission will be admitted directly from Cable to another hospital, without having to be re-evaluated at the inpatient facility's emergency room.

In keeping the emergency service open, allied services have also been approved at the hospital. Laboratory services, x-ray, blood bank, electrocardiology and poison control will continue.

There will be two holding beds maintained where patients can be observed following treatment, with a maximum stay of eight hours. Patients requiring further observation will be transferred to another hospital.

The x-ray department will be staffed Monday through Friday from 7 a.m. to 9 p.m. and Saturdays from 7:30 a.m. to 4:30 p.m. On-call coverage will be available at all other times. All x-rays taken at Cable will be read by Dr. John Warden, Beverly Hospital's Chief of Radiology and his staff. Procedures beyond the capability of equipemnt and staff at Cable will be performed at Beverly.

Lab services at Cable will include those tests normally required for the emergency room, with more complex tests performed at Beverly. The laboratory will be staffed seven days a week from 8 a.m. to 6:30 p.m. with on-call coverage provided at all other times.

In making the changeover, Beverly Hospital has attempted to hire or assist in placing as many Cable employees as possible, with over 30 persons hired to staff the emergency service.

Cable Hospital has been in this area since 1915, when construction was completed on the brick building. The hospital had been a project of Richard Crane, heir to the plumbing fortune. It remained financially stable until the late 1950's and was expanded in 1961 to enlarge the emergency room.

It wasn't until the mid-1960's when financial woes began to plague the hospital. The 41-bed facility began to operate in the red and to feel the combination of low patient census and tighter reins by the state and federal governments.

The hospital and its people fought hard to remain in control, with fund-raising projects held continually. In 1976 financial problems grew worse and hospital deficits rose, as occupancy rates fell. The maternity ward was closed in 1972 and there was a decrease in pediatric patients as mothers chose to take their children to the hospital where the children were born.

In 1977 the hospital opened an out-patient mental health clinic, which was managed by the Human Resources Institute of Brookline. Early this year the clinic attempted to convert 15 beds into an in-patient psychiatric unit.

When a Certificate of Need was filed, both the North Shore Health Planning Council and the Department of Mental Health turned down the application.

This seemed to be the final defeat. Negotiations began with Beverly Hospital, and in late August it was announced that Beverly would take over the emergency room services on Oct. 1. By that date the in-patients of the hospital had slowly been phased out, and the closing of the hospital itself was completed.

For local patients there is a feeling of the loss of an old friend, but solace in knowing the physicians are still available, and emergency care available around the clock.

IPSWICH CHRONICLE

Says coalition head

Cutting beds won't mean cutti

The chairman of the Massachusetts Coalition of Community Hospitals (MCCH) said this week after the closing of Cable Hospital it is a "pipe dream" to expect the elimination of acute care beds to cut health care costs.

Ralph J. Waite, III, who is also administrator of the Hillcrest Hospital in Pittsfield, says the small community hospital is also the most efficient deliverer of health care in the state.

And he charged that Cable was a victim of health planners blinded by a "bigger is better" syndrome since they have "never had an impact on the health care industry."

The MCCH, an organization of hospitals with 150 beds or less (of which Cable was a member), recently held its first annual meeting in Pittsfield last Friday. The goals of the coalition are, at least in part, to prevent what happened at Cable from happening to other small hospitals.

"We want to promote the community hospital as a viable part of the health care system," Waite says, adding that the group wants to reverse the idea that small hospitals are what keeps health care costs up.

"In reality, the small community hospital is the most efficient provider of quality care," he asserts.

Waite says what hurts the smaller institutions are regulations which are not a threat to large hospitals, but can be devastating to smaller ones.

"Using a percent of occupancy to determine if a hospital is viable is not fair," he says, explaining that losing five patients would have almost no effect at a large institution, but would represent five percent at a 100-bed hospital. At Cable, with 41 beds, it represented about 13 percent.

"Once you drop below the required occupancy rate (which ranges from 85 to 75 percent) you're penalized. And that has a snowball effect, since the penalties shrink what are arleady scarce resources."

Waite says the MCCH is not necessarily a potent political force, but it has been able to meet with numerous state legislators.

"Our approach is one of education and information," he says, adding that he thinks it will be effective, even though it wasn't "together in time to assist Cable."

Waite says the coalition is deeply concerned about the health planning process which is governed in part by agencies such as the North Shore Health Planning Council. The NSHPC is viewed by many as the agency which really put Cable out of business since it denied the hospital's application for a Determination of Need for an inpatient unit for psychiatric patients earlier di this year.

"The planning agencies are ar mostly represented by people sa who have never had an impact sa on the health care industry ... and they pontificate on what is appropriate without really addressing what communities want or need," Waite says.

He argues finally that the closing of small hospitals will actually drive medical costs up, since it will remove competition.

"One thing that keeps costs down is a healthy spirit of competition," he says. "Hospitals check with each other to find out what the other is charging ... and that tends to keep things more reasonable.

"Once you begin to centralize, then you will really see runaway costs."

He adds that the present regulatory system, which is based on a "the more you spend this year, the more you'll get next year," is a

It was moody on the last days

Friday was a day of mood swings for employees at Cable Memorial Hospital, just two days before the hospital was due to officially close Monday morning.

Those still working in the vacant building complained of echoes following their footsteps.

They said it was sad to move around the big empty place knowing the end was finally here. Some compared the atmosphere with that of a wake.

"People are up and then they are down," said one employee who asked not to be identified. The employee said that at any given moment hospital workers preparing for the closing were apt to burst into tears.

But on the other hand they were all looking forward to a big employee party at the Riverside Inn that night. Approximately 100 persons were expected to show up.

Mrs. Edward Walsh, North Ridge road, said she couldn't go to the party because she was going to stay on that night and man the switchboard. She said, she would be working at Cable for a "while longer" but with shorter hours.

Betty Gray, R.N. was busy packing up the personnel files. She was moving them out of Director of Nurses Mary Bright's office but she said she didn't know where to.

"The morale is bad in here today," she said glumly. "We are just listening to the echo."

The last patient was dismissed at noon Thursday and the beds had all been unamde. Pillows were gone and bare mattresses remained. The lights in the hallways were the only ones left on, causing an eerie effect on the wards.

Jane Howard works the EKG in the lab. She said she couldn't believe that Cable was closing up in just a day.

"I was born here and I've worked here for 18 years," she said. "I've seen a lot of changes here."

Ms. Howard said she watched the new kitchen built and then later, the new medical building and emergency room.

"And it's all over in a day," she said.

Evelyn MacIntyre was already in her new office next to the Emergency Room. The former director of outpatient billing and admissions will stay

Emergency Room. She also talked of mood swings among Cable employees.

Cable will keep about a dozen employees until late this year to finish up the office work in the facility. About 30 will stay on in the Emergency Room and the rest will have retired or found other jobs.

The Cable Home Care Service will be absorbed by the Hamilton-Wenham Visiting Nurse Association. The staff and all files of the 13-year old service will be transferred to the Hamilton-Wenham office.

Fred Carter, Chairman of the Ipswich Hospital Corporation, said the service had been actively negotiating consolidation with the Hamilton-Wenham VNA since June 1978.

He said the services conducted by Cable Home Care will continue without interruption in the expanded agency. And patients may reach the visiting nurses by telephoning the present number.

Fournier resigns as Cable closes

Cable Hospital Chief Executive Officer J. Gerard Fournier has resigned his post effective with the closing of the acute care facilities this past Monday.

Fournier, 62, ended slightly more than four years at the Cable helm during which the hospital reduced operating deficits significantly, but was unable to survive low patient census and increasing pressure from the state to close. Fournier was appointed in June, 1975.

Although there is still "cleaning up" work to be done, Fournier said this week his resignation was "dictated by a sincere desire to effect a complete and smooth transition to continue emergency services," under the control of Beverly Hospital.

"When Beverly takes over I don't want to be responsible for any confusion that might result," he added, "so I think it is best to give them free rein."

The hospital facilities will continue to house an emergency care service and doctors' offices, but no continuing care.

And Fournier asserts "the phase out crew doesn't need me."

He said he will be available for the next several months while he looks for "new and permanent employment" and will therefore be available for consultation if necessary.

The despondent Fournier, who steadfastly maintains it is a mistake to close Cable, said he also feels badly about his subordinates and coworkers, many of whom will no longer have full time work.

Continued on Page 10

ble phase-out

dividuals who provided contract services to the

says he does not anticipate much of a problem t of them since, "I have everybody on a one year "

lthough he declines to be specific, Carter does edge one or two "awkward" cases which could the courts, where a vendor or other contractual e would demand fulfillment of a contract for he now defunct hospital does not need the

spital corporation also still faces a $265,000 suit mer Cable anesthesiologist Dr. John J. Pallotta h of contract.

Carter thinks he can "wind up the financial within a year and a half.

will happen to the "Cable Hospital Corporation" esided over the hospital, has not yet been deci-

at the acute care facilities are closed and the cy service is under the control of Beverly Carter says the corporation is "really a tiger" which could conceivably disband once the books are closed.

e do have a mandate to provide health care to the ity," he says, "so that is something to think

uture of the corporation really hasn't been deter- t."

TIMES 10.12.79

At Cable: 'I guess we all

By BILL LABERIS
Times Staff Writer

IPSWICH — With scattered sobs and sniffles as background, the Cable Hospital Auxiliary held the final general meeting last night of its 68-year history.

"I guess we all saw it coming," said Charlotte Dodge, auxiliary president, referring to the closing of Cable's in-patient service two weeks ago. "I took one last walk through the empty halls today. The silence, the inactivity — for me it was disturbing."

Helen Soffron focused a pair of wet eyes on the 25-member farewell assembly. "Some of us will stay busy at the local nursing homes," said the white-haired veteran of 25 years of auxiliary service. "But a big piece of my heart will always remain here at Cable."

The auxiliary, established in 1910 as the Hospital Girls, devoted its time and energies to providing an extra measure of patient caring and service over and above Cable's professional care, according to Mrs. Dodge.

The auxiliary women were the eyes for the blind and elderly, reading for those who were unable to read for themselves. They were a warm and gentle hand and reassuring word for the frightened. They were all the small things that reached out to say, "We care."

In addition to patient service, the auxiliary operated the thrift shop, helped run the bloodmobile drives, and even darned Cable's old linens to save a little money in

ding tea leaves
emperature on
n of July, there
s to consult at
n unclear as to
re headed.

life. Maybe I don't move in the right circles.

What really undermines Royster's Rule, however, are the present clothing habits that have no historical precedents to work into the data. Pants suits, for instance. In the past they were pretty much confined to sultans' harems or such non-conformists as Aurore-Lucille Dupin, better known as George Sand. These examples are hardly sufficient to form a reliable base

Strict Construction, probably would agree in principle with Civiletti. In theory, it is the responsibility of the Congress to enact the laws; and it is the responsibility of the executive branch faithfully to execute them. The doctrine of separation of powers, abused though it has been, remains a

beverly



Grateful thanks

Proceeds from the recent Sword and Shield Open golf tournament were donated to the Evelyn Lilly Lutz Foundation which sponsors cancer research at Beverly Hospital. Shown here, from left, are Dr. Stylianos Lomvardias, pathologist; Timothy Mavrakos, restaurateur; Dr. Humphrey E.D. Lloyd, president of the foundation; Dr. Charles Herrick, physician advisor of the cancer committee; and John Good, Director of Community Relations for Beverly Hospital.

Community House chang

By JOANNE M. PELTON
Times Staff Writer

HAMILTON — Construction of a physician's office in the former bowling alley behind the Hamilton-Wenham Community House will probably begin within a few weeks.

Last summer Beverly Hospital signed a lease with the Community House to use about 4,000 square feet of the bowling alley for a new doctor's office.

According to Oscar Padjen, the architect for the project, construction documents for the building are completed, and construction "will begin work as soon as possible.

"We will be doing interior work and also replacing new brick on the outside of the building, and it will also get some new windows."



Hamilton–Wenham

Padjen said the work should be competed by the end of December, and the two new doctors who are expected to work there are scheduled to be settled in by Jan. 1. The names of the doctors have not been released.

natural history Oct. 16; the whalers missi

NEWS 10.15

Four doctors added to hospital staff

BEVERLY — Beverly Hospital's Board of Trustees recently appointed four physicians to the Medical Staff.

Dr. Carl A. Soderland has been appointed to the associate staff with privileges in medicine and pediatrics. He received his medical degree with honors from University of Rochester School of Medicine, New York. Dr. Soderland served internship and residency at Strong Memorial Hospital, Rochester. He is cerified by the American Board of Internal Medicine.

Dr. William P. Adams, plastic surgeon, has been appointed to the associate staff. A graduate of Dartmouth and Harvard Medical School, he received postgraduate training in general and plastic surgery at Massachusetts General Hospital.

Dr. Kenneth S. Shapiro has been appointed as a consultant in renal dialysis. His medical education was taken at Rush Medical College, and internship and residency were served at Albany Medical Center Hospital. Dr. Shapiro is board-certified in internal medicine and currently completing a nephrology fellowship at Tufts-New England Medical Center.

Dr. Paul J. Spieler has privileges in oncology and hematology on the consultant staff. He received his medical degree at New York University School of Medicine and completed postgraduate activity at a New York Veterans Administration Hospital. Dr. Spieler is certified by the American Boards of Internal Medicine and Hematology.

IPSWICH TODAY

cable home care service shi

Fred L. Carter, chairman of the Ipswich Hospital Corp., announced this week that the board of trustees has voted to transfer the Home Care Service to the Hamilton-Wenham Visiting Nurse Association.

The vote to dissolve the 13-year-old Cable Coburn Home Care Service and to transfer the present staff and all cases and records to the neighboring VNA was taken on Thursday of last week. At a special meeting on Tuesday of last week, the Hamilton-Wenham board voted to amend its by-laws to include Ipswich, Rowley and Essex, the area covered by Cable Coburn. Leigh Thayer, president of the Association, said the vote was unanimous.

The VNA board also voted to fill the currenc vacancy of administrator on its staff with the hiring of Elnore (Polly) Skotnes, administrator of Cable Coburn.

Carter said that the Home Health Agency has been actively negotiating consolidation with the Hamilton-Wenham VNA since June of 1978, and that joining the two agencies before the end of the hospital's fiscal year and its formal closing on Oct. 1 would best serve the interests of each agency and the public in the communities they serve.

The 24-hour, seven-days-a-week service of Cable Coburn Home Care Service will continue without interruption in the expanded agency. Patients may reach the visiting nurse services at the usual numbers at present. Suitable housing for the enlarged staff is being explored.



Grinning granny

Beverly Hospital has a new policy which allows grandparents to visit with new parents and newborn in patient rooms on the Maternity Floor. Mrs. Ralph Swem of Manchester holds her two-day old grandson, Christopher Robert Shaw of Danvers, while visiting her daughter Barbara.

NEWS 10.15.79

Cable Auxiliary to continue

The Cable Hospital Auxiliary announced this week it will continue its activities for the benefit of the community.

Although the hospital has closed, the auxiliary wants people in the area to know that continuing

the emergency room, under the management of Beverly Hospital, can be used and should be considered an important part of health care.

As a part of the auxiliary's interest in health

education, members Sheila Bodwell and Nancy Tougas will attend a health education meeting of the Auxilians Advisory Council of the Mass. Hospital Association in Burlington October 24.

Among grandparents who took advantage of new, special visiting hours for infants at Beverly Hospital was Mrs. Ralph Swem of Manchester. She holds her grandson, Christopher Robert Shaw, while visiting her daughter Barbara. Christopher is the second child of Robert and Barbara Shaw of Danvers.

At Cable: It's more than business as usual

By JO BOWER
Times Staff Writer

10.17.79

IPSWICH — The worst problem at the emergency room at Cable Hospital these days, so the nurses say, is getting used to the new paperwork, all of which bears the name of Beverly Hospital.

The 24-hour facility was taken over by Beverly Hospital after Cable was closed as an acute care hospital on Oct. 1.

But the actual work of caring for patients hasn't changed at all, according to staff nurses Rosalie Senechal and Cynthia Billings. Both were employed by Cable Hospital prior to its closing and regularly rotated to emergency room duty.

"It's just the paperwork that's changed, not the patient care," said Ms. Senechal.

But it's more than a simply "business as usual" atmosphere, as maintenance men perch on ladders within yards of the treatment rooms. Renovations are underway to provide a more efficient use of the space immediately outside the emergency room proper.

Cable, page 15



At Cable Hospital, Dr. David Jewitt and R.N. Rosalie Senechal confer on a case. The numberr of people treated daily has remained roughly the same.

Ipswich

room service speaks of three five-year leases, according to Jack Good, the hospital's director of community relations.

In spite of the fact that financially, the emergency room has been and is expected to continue to be a losing proposition, both Good and director of fiscal services Roger Blanchette are encouraged that the level of visits by area residents has remained roughly equal to that before the takeover.

Good said that since Oct. 1, the emergency room has seen approximately 20 to 22 patients per day, roughly the same number of pe
gency room in the first t
tive figures from last yea

Blanchette said that a
projections in August, it
on the emergency room f
months of operation, be

The dietary office area is being renovated into quarters for the Emergency Medical Technicians who drive the ambulance, and the kitchen across the hall is being converted into a records room where all medical and x-ray records from Cable Hospital will be stored and easily accessible for emergency room personnel.

Vending machines will soon be installed in half of the dining area, to provide food for staff persons and a microwave oven is already available. The other half of the dining area is being used for continuing education once a week for all of the 11 nurses staffing the emergency room.

One of the small examining rooms next to the emergency room is being opened up,

ture use of the
"Anything a
sidered as opti
said. He said
future of Cabl
Jan. 1, so tha
for any neces
possibility of
tificate of need

Ipswich



Proceeds from the recent Sword and Shield Open were presented to the Evelyn Lily Lutz Foundation, which is financing projects at Beverly Hospital. Restaurateur Timothy Mavrakos visited Beverly HOspital to see the work of the foundation and present the check. Present were, from left, Dr. Stylianos Lombardias, pathologist; Mavrakos; Dr. Humphrey Lloyd, president of the foundation; Dr. Charles Herrick, physician advisor of the Cancer Committee; and Jack Good, hospital director of community relations.

CRICKET
10.18.79



Mrs. Ralph Swem of Manchester was among the first grandparents to visit at Beverly Hospital under the new visiting policy. Mrs. Swem holds her two-day old grandson, Christopher Robert Shaw, while visiting her daughter, Barbara. Christopher is the second child of Mr. and Mrs. Robert Shaw of Danvers.

Beverly Hospital Visiting Rules For Maternity

Special visiting privileges have been extended to grandparents of infants born at Beverly Hospital.

Grandparents, great-grandparents or a significant other in place of grandparents may now visit with new parents and newborn in patient rooms on Maternity. It is

Hospital aid planning boutique

TIMES 10.19.79

BEVERLY — For the first time, The Beverly Hospital Aid Association's "Christmas Boutique" will offer both evening and Saturday hours.

"Boutique 1979" will be held in Beverly at the Vittori-Rocci Post (Route 128, Exit at Brimbal Ave.) on Friday, November 2 from 10 a.m. to 8 p.m. and on Saturday, November 3, from 10 a.m. to 2 p.m.

A special feature of this Seventh Annual Christmas Boutique will be a Crafts and Foods Table assmbling more than 200 hand-fashioned items. The hand crafts are coordinated by Mrs. Daniel Murphy, Mrs. Richard A. Goldberg, and Mrs. John C. Kelleher III.

In this year of the gas crunch, the assembly of 17 specialty shops — from Hingham to Woodstock, Vt. — will be a boon to the holiday shopper. Exhibiting shops include: from Beverly — The Book Shop of Beverly Farms, The Red Sleigh, Pride's Crossing General Store, and The Leonhard's Flower Shop.

From Manchester — The Busy Bee, and The Town Shop; from Hamilton — The Hummingbird Boutique; from Marblehead — Harbor Sweets; from Rowley — Cricket Hill Herb Farm; from Ipswich — The Country Hearth Ski Shop.

From Salem — The Pattee-Anne Shop; from Andover — Minouche; from Hingham - Irish Gannett; from Weston — The Bag Piper; from Boston's Long Wharf — Boxell's Chandlery; and from Vermont — F. H. Gillingham & Sons with Vermont cheeses and The Nordic Nomad with hand-loomed sweaters. All shops contribute 10 percent of their sales to Beverly Hospital.

Boutique 1979 will offer a selection of Holiday Gift Papers and two Christmas raffles. One raffle features a hand-made quilt of a log cabin design, fashioned in antique tones by Cranberry Quilters of South Hamilton. The quilt is on display at Beverly Hospital.

Many area restaurants have contributed gift certificates as prizes for a North Shore Restaurant Raffle. The restaurants are: from Beverly — The Wayward Duck, The Beverly Depot, The Commodore, and The Sword and Shield; from Hamilton — Hunter's Inn; from Manchester — Seven Central and The Harborside; and from Magnolia — The Patio and The Surf. Raffle tickets may be purchased at the Beverly Hospital Gift Shop or at the door.

Coordinating "Boutique 1979" are Mrs. Thomas S. Walker and Mrs. Robert Ginn. Assistants for the event include Mrs. Tarrant Cutler, Mrs. David Virden, Mrs. Craig Lentz, Mrs. Thomas Risely, Mrs. Peter Germond, and Mrs. Frederick M. Bundy.

No admission fee to the event is required, but $1 donation to Beverly Hospital will be accepted at the door. Luncheon will be served both Friday and Saturday between 12 p.m. and 2 p.m.

The Beverly Hospital Aid Association supplies toys for the Sears Children's Ward, and last year purchased five pieces of equipment for the hospital, including a Bourns ventilator for Respiratory Therapy, a flash sterilizer for Surgery, a physiological monitor for the Nursery, and an air conditioner for the gift shop. The Association also awarded $1,500 in scholarships and helps maintain the memorial garden.

'Elves' ready Boutique

MANCHESTER — The organization for the annual Christmas boutique to benefit the Beverly Hospital Aid Association has become a veritable Manchester event. The fund-raiser, traditionally known as a great source of stocking stuffers, is being orchestrated this year under the direction of Mrs. Thomas Walker and Mrs. Robert Ginn.

Some of the many activities planned during the two-day boutique, which begins Nov. 2 at the Vittori-Rocci Legion Post in Beverly, are being headed up by a number of local residents. Mrs. Tarrant Cutler, Mrs. David Virden, Mrs. Craig Lentz, Mrs. Thomas Risley, Mrs. Peter Germond and Mrs. Frederick Bundy are helping to coordinate the 17 specialty shops which are involved. They will also supervise the production of baked goods, seek donations from local craftspeople and restaurants for the raffles. In addition, they are working to create the luncheon that will be served both days.

Ten percent of every purchase will benefit the hospital aid association, which supplies toys for the children's ward, and last year bought five pieces of new equipment. In addition, it supports a scholarship program, which totalled $1,500 last year.

"Boutique '79" will be open Nov. 2 from 10 a.m. to 8 p.m. and Nov 3 from 10 a.m. to 2 p.m.

TIMES 10.30.79

Hospital seeks OK for scanner purchase

BEVERLY — Beverly Hospital is awaiting word on whether it will be authorized to purchase a $169,000 piece of equipment which will permit it to perform comprehensive diagnoses of brain problems.

The hospital submitted a request for a determination of need for a CAT scanner to the North Shore Health Planning Council in September. The Program Review Committee of the council is scheduled to consider the request on Nov. 19. The committee's recommendation will then go to the board of directors of the council whose recommendation in turn will be referred to the state Public Health Council which will make a final determination on the request.

A CAT scanner, a computerized, axial tomography scanner, is used to get three-dimensional photographs of insides of the body, Grayce Sawyer, assistant public relations director of the hospital said. The scanner Beverly Hospital hopes to purchase will be specifically for taking pictures of the brain, she said.

Currently, Beverly Hospital patients for whom a CAT scan is recommended go to Lynn Hospital, Ms. Sawyer said.

"There is a need for a close based scanner because if a patient is in unstable condition, it is sometimes unadvisable to transfer him to Lynn," she said.

The equipment locates and identifies internal problems more precisely than a flat X-ray machine can, Ms. Sawyer said.

This year's Nobel prize for medicine was shared by the inventors of computerized axial tomography.

NEWS 10.31.79

Hospital gets $8M OK

BEVERLY — The Massachusetts Public Health Council Tuesday gave final approval to Beverly Hospital's request for a determination of need to go ahead with $8 million dollars in renovations at the hospital.

Mrs. Grayce Sawyer, hospital public relations spokesman, said the renovations would include a new operating suite, new kitchen and dining facilities, expansion of the dialysis unit and relocation and improvements of rehabilitation facilities.

Mrs. Sawyer said the hospital's board of trustees would soon appoint a building committee and a fund raising committee to oversee the project.

State OK's hospit

By LINDA CORMAN
Times Staff Writer

BEVERLY — After 10 months of seeking approvals, Beverly Hospital yesterday was given the final green light to proceed with an $8.9 million reconstruction project.

Fifteen medical-surgical beds and one kidney dialysis unit were lopped off the hospital's original request before the Public Health Council of the state Department of Public Health unanimously voted to grant the hospital a determination of need for its project.

A determination of need must be granted by the council for any hospital capital expenditure of over $150,000.

Hospital officials today said they were pleased with the decision and plans for construction would get underway immediately.

Major features of the plan are:

- construction of a new $1.2 million operating suite to replace the current 25-year-old facility.
- expansion of the kidney dialysis facility from 11 to 18 units.
- creation of a new 13,400-square-foot service building and connecting corridor including a new kitchen, dining and storage areas, estimated to cost $1.7 million.
- relocation of psychiatric services from the present Torrey building to the Johnson Building.
- relocation and improvement to

the
In
ter
spe
the
disa
staf
be
tal
tion
prop
by
plan

206 CABOT STREET

had any doubts

selectmen show interest in cable purchase

Fred Carter, chairman of the Cable Hospital Board of Trustees, wrote the selectmen a letter, read at Monday night's meeting, which advised them that if they were interested in a possible purchase of the building, they should write a letter expressing such interest within 90 days.

The hospital facilities were closed Oct. 1.

The town has been looking for expanded quarters to better house the Police Department and the town offices.

Several alternatives to renovation of the present Town Hall have been suggested, including the construction of "a new, modern building."

The Cable building is in an easily accessible location, with enough space and parking facilities to make it appear to be feasible for use by the town.

Town Manager George Howe suggested that the advice of an architect should be sought.

Country Hearth to participate in Beverly Hospital benefit

The Country Hearth Ski Shop, 363 Linebrook road, will be one of 17 specialty shops featured in a Christmas Boutique, sponsored by the Beverly Hospital Aid Association.

"Boutique 1979" will be held in Beverly at the Vittori-Rocci Post, Route 128, Exit Brimbal avenue, on Friday, November 2 from 10 a.m. to 8 p.m. and on Saturday, November 3, from 10 a.m. to 2 p.m.

No admission fee to the event is required, but $1 donation to Beverly Hospital will be accepted at the door.

The Boutique offers a shopping experience and, at the same time, allows the shopper the chance to feel charitable.

Beverly Hospital Cable Auxiliary invited to tour

The Beverly Hospital Aid Association invites all Cable Hospital Auxillians to a tea and tour of Beverly Hospital, Thursday, November 15 at 9:30 a.m. to become acquainted with the hospital and the functions of the association. Call Charlotte Dodge, 356-4953, if interested.



First call for Christmas

Beverly Hospital Aid Association's Christmas Boutique opened today at the Vittori-Rocci Post on Brimbal Avenue. Sale hours continue until 8 tonight and from 10 a.m. to 2 p.m. Saturday. Shown here are left, Mrs. Daniel Murphy, Mrs. Richard A. Goldberg and Mrs. Donald C. Winslow.

Doctors join staff

TIMES 11.6.79

BEVERLY - Beverly Hospital's Board of Trustees recently appointed four physicians to the Medical Staff.

Dr. Carl A. Soderland has been appointed to the associate staff with privileges in medicine and pediatrics. He received his medical degree with honors from University of Rochester School of Medicine, NY. Dr. Soderland served internship and residency at Strong Memorial Hospital, Rochester. He is certified by the American Board of Internal Medicine.

Dr. William P. Adams, plastic surgeon, has been appointed to the associate staff. A graduate of Dartmouth and Harvard Medical School, he received postgraduate training in general and plastic surgery at Mass. General Hospital.

Dr. Kenneth S. Shapiro has been appointed as a consultant in renal dialysis. His medical education was taken at Rush Medical College, and internship and residency were served at Albany Medical Center Hospital. Dr. Shapiro is board-certified in internal medicine and currently completing a nephrology fellowship at Tufts-New England Medical Center.

Dr. Paul J. Spieler, has privileges in oncology and hematology on the consultant staff. He received his medical degree at New York University School of Medicine and completed postgraduate activity at New York VA Hospital. Dr. Spieler is certified by the American Boards of Internal Medicine and Hematology.

Christmas Boutique Friday and Saturday at the Vittorio Rocci Post benefited the Beverly Hospital Aid Association. Joanne Noyes, left, showed ski wear to Michelle Maxner, center, and her aunt, Debbie Scialdone, both of Beverly. (Nancy Shackleton photo)

Hope for those who hate the hospital

By JANET DUNCAN

Barbara Lacerda of Danvers got her kids off to school last Wednesday, went to Beverly Hospital for an operation, and was home by the time classes let out that afternoon.

She planned to rest the following day and be back at her job at Jordan Marsh by Friday.

Lacerda is no medical wonder, no superwoman.

She is just one of almost 7,000 patients in southern Essex County who, this year, took advantage of one of the most efficient medical innovations of the '70s: hospital day care.

In the past, her surgery to correct a minor gynecological problem might have cost her several days away from home, family, and work.

Even more important, the bills would have run upwards of $500 for hospital room, board, and recovery room costs.

'It's growing every month, as more and more procedures are done on day care and more and more people take advantage of the program.'

—Grayce Sawyer
Beverly Hospital



Janet Duncan

history, physical exam, X-ray and blood tests before the day of admission.

They arrive at the hospital at 7 a.m., receive instructions from one of three staff nurses and an anesthesiologist, and are in surgery before 9:30.

Generally, they are back in bed and eating lunch by noon and at 3 p.m. are waiting for their ride home.

While only minor surgery is possible within the one-day format, dozens of procedures fall into this category, according to Sawyer.

At Beverly Hospital, procedures include oral surgery, minor gynecological surgery, biopsies, ear, nose and throat surgery, and plastic and orthopedic surgery.

Patients are given minimum general anesthesia, which lessens recovery time and permits them to be walking around a few hours later.

In those few cases where complications arise, — fevers, unusually low blood pressure, excessive bleeding — physicians arrange for admission to another hospital unit.

And while the day care unit at Beverly Hospital handles only adults, children are also prime candidates for the service, and are admitted through the Pediatrics section.

In fact, it was children's surgery which started it around here, back in the early '70s.

Dr. John Dainton, a Beverly ear-nose-throat specialist discovered

Hospital proposes

11.9.79

By ANNE RAVER
Time Staff Writer

BEVERLY — Right now, it's more like a gleam in a father's eye.

But if Beverly Hospital can convince the Department of Public Health to adopt its proposal for a home birth center on hospital grounds, women will be able to deliver their babies in a place almost like home.

In a renovated administrator's residence, two bedrooms with comfortable double beds and no stirrups, would serve as delivery rooms. A fireplace, a garden out back and a roomy kitchen would await the family and friends who may come to help with the birth.

In short, it would be more like a home than a hospital — no huge lights, gleaming machinery or electronic monitors. No anesthesia of any kind. No doctors, except on call. A certified nurse-midwife would supervise the labor.

Only in some unforseen emergency would an obstetrician be called in, and if necessary, a woman could be transferred within minutes to the emergency room across the street.

"Years ago many women delivered at home with midwives but then they decided they pain their them

Since normal, ma
ning to ask
money is abo
"If a deliv
mal, you do
don't need a
othy Doud,
at Beverly
have the bab
At Beverly
in-hospital
$1600 — bet
for general

Doud. "But then they decided they didn't want the pain and they asked their doctors to knock them out.

"As anesthetics became safer, doctors complied. But hospitals became so strict that the birth really belonged more to the nurses and doctors than to the family. It's a question of control. Women want to experience their own births."

Beverly Hospital has responded to those demands by setting up a birthing room inside the hospital. Here, a mother delivers her baby on a regular bed and there is no transfer to a delivery room at the most uncomfortable time of labor. Her husband of-

4 named to hospital staff

11.13.79

ESSEX — Four new physicians have been appointed to the medical staff at Beverly Hospital by the board of trustees.

Dr. Carl A. Soderland has been appointed to the associate staff with privileges in medicine and pediatrics. He received his medical degree with honors from University of Rochester School of Medicine in New York. Dr. Soderland served his internship and residency at Strong Memorial Hospital, Rochester. He is certified by the American Board of Internal Medicine.

Dr. William P. Adams, plastic surgeon, has been appointed to the associate staff. A graduate of Dartmouth and Harvard Medical School, he received postgraduate training in general and plastic surgery at Massachusetts General Hospital.

Dr. Kenneth Shapiro has been appointed as a consultant in renal dialysis. He is a graduate of Rush Medical College and served his internship and residency at Albany Medical hematology on the consultant Center Hospital. Dr. Shapiro is staff. He received his medical board-certified in internal degree at New York University medicine and is currently School of Medicine and completing a nephrology pleted postgraduate work in fellowship at Tufts-New England New York's Veteran's Hospital. Medical Center. He is certified by the American

Dr. Paul J. Spieler has Board of Internal Medicine and priviledges in oncology and Hematology.

cnures and lots of advice were sampled and inspected by 1,600 persons who visited the second annual Health Fair at Beverly High School cafeteria Saturday and Sunday.

"It was a highly successful weekend thanks to the cooperation of many people," said Joseph W. Walsh Jr., Beverly Health Agent, "and we have already begun planning for next year."

Many of the 34 exhibitors reported heavy traffic. A diabetes screening area, conducted by the Beverly Health department, was so heavily attended that a second machine was borrowed and pressed into service.

The so-called "stress test," demonstrated by the Beverly YMCA drew great attention as did a display of a new birthing area at Beverly Hospital.

Lung testing and eye examinations were kept busy during the two days. Dr. James Wasco, who appears regularly on Channel 4's Evening Magazine, lectured and later spent two hours filming segments to be shown in January.

strated rescue techniques including smoke and heat detectors, choking procedure, cardio-pulmonary resuscitation (CPR) and general emergency hints.

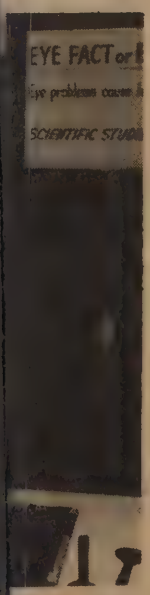
Also on hand was "Big Bird," a star of television's Sesame Street, who was busy handing out balloons to youngsters.

Concluding the fair was a sprightly concert by the Sweet Adelines of Lynn. It was arranged by Beatrice Kelleher of the Beverly Health Department, a member of the group.

The fair was sponsored by the Beverly Health Department, Beverly Jaycees and Beverly Times. Proceeds from the carnival run by the Jaycees last July primarily financed the Health Fair. A special award was presented by the Jaycees to executives of USM Corp. for the use of the USM parking for the carnival.

Chairmen of the fair were, in addition to Walsh: John Gall, Norman Spector and Tom Eaton of the Jaycees; and Dan Murphy, editor, Beverly Times.

Photos by Nancy Shackleton



vision.



ood Lead Poisoning
n Siobhan Coyle, 8,



Beverly Hospital's pediatrics program is introduced by Marilyn Barr, R.N., of the Sears Child Ward to John and Anne Popadic.

Cat scan funding denied

By LINDA CORMAN
Times Staff Writer

BEVERLY — Beverly Hospital yesterday received two setbacks in its effort to obtain a $167,000 piece of equipment which would help doctors in diagnosing brain ailments.

Both the Program Review Committee and the Board of Trustees of the North Shore Health Planning Council voted not to recommend to the state Department of Public Health that the hospital be allowed to purchase a CAT scanner.

ernative scanners, the council did not their remoteness exception to their nith said.
l also determined lation of a scanner lospital would in- al costs in the rea by $10,000 an- aid.
trators had said a everly would re- duce costs, but later amended their assessment, saying the scanner would not increase costs, said Bradd Silsby, director of planning at the hospital.

He said that the hospital council guidelines ought to be re-examined in view of the diminished cost of the scanners. He said that whereas five years ago, a scanner cost between $500,000 and $1 million, cost had now been reduced to about $160,000.

The closest scanner to Beverly is now in a private doctor's office in Peabody and is scheduled to be moved to Salem Hospital, Smith said.

A final decision as to whether the hospital will be able to buy the scanner will be made by the Public Health Council of the state Department of Public Health by March.

Staff stresses need

11.20.79

Council nixes hospital scanner

By NELSON BENTON
News Staff

BEVERLY — Beverly Hospital's $8 million expansion and renovation project will not include the sophisticated x-ray device known as a CT scanner if the North Shore Health Planning Council has anything to say about it.

The NSHPC's board of trustees, following the recommendation of its plan review committee, voted Monday to reject the hospital's determination-of-need application for a $150,000 computerized axial tomography (CT or CAT) scanner used for detecting brain disorders. The device was not a part of the hospital's expansion project, which has already received the necessary approvals, but members of its staff testified that a CT scanner is an essential piece of equipment for any neurosurgery department the size of Beverly's.

In fact, the NSHPC staff admitted that the application was "consistent with the HSP (health systems plan) guidelines" for Beverly Hospital. However, it urged rejection of the application on the grounds that the installation of a CT scanner there would not be cost efficient, and that similar services are available at nearby Salem and Lynn hospitals..

While the NSHPC's decision may be appealed to state health officials, project analyst Albert Smith said there was but "a very small chance" Beverly Hospital's application would be approved by the state even with his agency's blessings.

At an afternoon hearing Monday, plan review committee chairman Francis Bresnahan suggested the hospital withdraw its application for a period of nine months to determine the level of usage on the new CT scanner being installed at Salem Hospital. "I think to allow a scanner now would be to overlook the work of our evaluation committee," Bresnahan commented, referring to an NSHPC subcommittee which drew up the criteria used in determining whether a CT scanner is needed at a particular hospital.

Bradford Silsby, Beverly Hospital's planning director, countered, however, that those standards were drawn up when this equipment cost up to $1 million apiece. At $150,000, he added, the CT scanner proposed for Beverly Hospital would not impose any additional cost burden on consumers, but would actually save them money.

As things stand now, Silsby added, residents in the area stretching from Danvers to Cape Ann will be without easy access to a scanner. (The hospital's application included letters from the administrators of Hunt Hospital in Danvers and Addison Gilbert Hospital in Gloucester supporting the location of a CT scanner in Beverly.)

"This is the quality of care we're talking about," commented Dr. Russell Rowell, a member of the plan review committee. He said he knew of some instances in which patients had spent three hours going to Lynn for a brain scan.

Another committee member, a consumer representative, said she had had occasion to have a scan performed twice recently, and felt it was an essential piece of equipment for any well-equipped hospital.

Nevertheless, the committee vote in favor of denial was unanimous. (Dr. Rowell, who is associated with Beverly Hospital, excluded himself for the vote.)

The committee's recommendation was brought before the trustees Monday night who endorsed it by a unanimous vote.

TIMES 11.21.79

Hospital names official from Children's Hospital to be new president

BEVERLY — Josiah A. Spaulding, chairman of Beverly Hospital's board of trustees, has announced the appointment of Robert R. Fanning Jr. as president of the hospital.

Fanning's appointment will be effective July 1, 1980. The current president, Craig Slater, has announced that his resignation will be effective Dec. 1, 1979. Until Fanning's arrival, Nathaniel Bond, director of administrative services, will be acting executive director.

A resident of Marlboro, Fanning is currently executive vice president of Children's Hospital Medical Center in Boston.

"The search committee is extremely pleased to have found such an excellent candidate for this vitally important position. Mr. Funning brings an extensive background in health care administration, which makes him eminently well qualified as our new president," said Spaulding.

A graduate of Michigan State University and Xavier University, Cincinnati, Fanning holds a master's degree in hospital administration.

Prior to his position with Children's Hospital, he served in a similar capacity at Burbank Hospital in Fitchburg.

Fanning is a member of the Governor's State Advisory Council for Mental Health and Retardation and the Governor's Advisory Committee on Children and the Family. He has served as a member and chairman of numerous Massachusetts Hospital Association subcommittees.

Fanning is married and has two children.

Hospital executive named

BEVERLY — Beverly Hospital officials have announced the appointment of a new chief executive — Robert R. Fanning Jr. of Marlboro.

Fanning, 37, is currently the executive vice president of Children's Hospital Medical Center in Boston. Prior to that he served in a similar capacity at Burbank Hospital in Fitchburg.

According to Tuesday's announcement by Josiah A. Spaulding, chairman of the institution's board of trustees, Fanning will have the title of "president" of the hospital. He succeeds Craig Slater who announced his retirement as executive director last summer.

While Slater's resignation becomes effective next week, Fanning has a commitment to Children's Hospital until June 1 of next year. In the interim, Nathaniel Bond, director of administrative services, will be in charge of hospital operations. (John L. Good, the hospital's community services director, said there is a possibility Fanning might be able to leave his present position prior to June 1 providing his present employers can find a suitable replacement.)

Fanning's appointment was recommended to the full board by a search committee chaired by trustee Farrant Cutler of Manchester. Good said there were a large number of applications for the position, but the committee found Fanning an outstanding candidate.

In announcing the appointment, Spaulding stated, "The search committee is extremely pleased to have found such an excellent candidate for this vitally important position. Mr. Fanning brings an extensive background in health care administration, which makes him eminently well qualified as our new president."

A graduate of Michigan State University and Xavier University of Cincinnati, Fanning holds a master's degree in hospital administration. He is a member of the state Advisory Council for Mental Health and Retardation and the governor's Advisory Committee on Children and Family.

Building study committee looks into use of Cable

By JO BOWER
Times Staff Writer

IPSWICH — The Municipal Building Needs Committee will present a tentative proposal for using the Cable Hospital building to house muncipal offices and the police station at its next meeting on Dec. 4.

They will invite Town Manager George E. Howe, Cable administrator Fred Carter and the Board of Selectmen to be present.

At a work session last night, two members of the committee and Roger Blanchette, director of fiscal services at Beverly Hospital, compured the square footage of present municipal space and available space at Cable.

Excluding corriders and the basement floor, there are 15,816 square feet of space at Cable. Space in the Town Hall, Town Hall Annex and the Memorial Building totals 9,759 square feet. According to committee chairman John Harrigan, the police department would like to have 3,173 square feet; bringing to 13,742 square feet the amount of space needed for the police station and offices.

The proposal for a new police station in the annex, defeated last year by voters, called for using 13,600 square feet of space in that building.

"We can fill it," concluded committee member Wally Crossman, after figuring in 15 percent additional space over present town needs for future expansion to a total of 15,492 square feet; compared to the 15,618 square feet available space at Cable Hospital.

The committee discussed the cost of renovating the present Town Hall, particularly in view of the new regulations regarding the accessibility of public buildings to the handicapped, which would eventually necessitate the installation of ramps and elevators.

Crossman estimated that while one of the elevators at Cable needs improvements, it would probably cost only $40,000, less than half of what it would cost to install a brand new elevator in the Town Hall.

The committee also compared operating costs of the present town office buildings to costs at Cable. According to figures from the last year, it cost $24,127 to maintain the town office buildings, including heat, utilities, repair and general maintenance. The cost for maintaining Cable while it was still a hospital was $33,850.

Blanchette pointed out that



Construction gets underway

Construction of a garage to hold two ambulances is slated to get underway this week at Cable Emergency Service off County Road. Ambulance service owner Peter Poor (left) stands on site of new facility with ambulance emergency medical technicians Stephen Dodge and John Loring, Poor, who will pay for the building, said provision of garage is one of last steps in obtaining state license, required by Dec. 1 of ambulance operators.

Bowling alleys undergo conversion for doctors in Hamilton Jan. 1

Beverly Hospital's plan for converting the Community service bowling alleys into doctors' offices is fast becoming a reality.

Workmen have been on the site for the last week, tearing out old walls and floors, getting ready to build new. From the inside the old building is scarcely recognizable.

Beverly Hospital Community Relations spokesman Jack Good told the Chronicle this week that Dr. Richard Forsyth will occupy the premises on Jan. 1.

"He has already bought a house on Homestead Circle, Hamilton," said Good. "And he plans to move here during the Christmas holidays."

Dr. Forsyth is a family practitioner. A native of Nova Scotia, he earned his medical degree at Dalhousie University in Halifax.

Dr. Forsyth did a three-year residency in the family medical program at Dalhousie and for the last several years he's been in private practice in Calais, Maine.

Dr. Forsyth, who is in his late 20's, is the husband of Toni Forsyth. The couple have a 15-month old child and are expecting another in February.

Good says Forsyth "looks forward to coming to this area.

Will be close to Boston

"He likes the idea of being close to Boston for the continuing education programs he will enroll in there," says Good.

Good says Beverly Hospital's goal is to have Dr. Forsyth's offices ready by the first of the year. He says the rest of the building will be renovated in stages and will include offices for one more physician, expected to move to Hamilton early next year. Good says that physician has not been chosen yet.

Beverly Hospital has a 50-year lease with Community Services. The building

Continued on Page 14



COMMUNITY HOUSE BOWLING ALLEYS are being transformed into doctor's offices. A spokesman at Beverly Hospital says the new offices will be ready by the first of the year.

The Appeals Board was referring to pressure from the Planning Board for a more detailed site plan, which would include future offices in the former bowling alleys.

The Appeals Board also found that the zoning by-law requirements for parking spaces for a building the size of the one in question is greater than needed for the proposed use and ruled that 20 rather than the required 40 spaces would be adequate.

The approval states that there may be no driveway entrance from Bay road. The entrance will be on Asbury street.

Oscar Padjen of Beverly is the architect on the project. Work is being done by T.F. McCarthy Contractors.

New Beverly move in maternity unit dispute

By STEVE CROWE
Herald Staff

Beverly Hospital has taken yet another step which could give it the upper hand in its maternity unit tug o' war with Hunt Memorial Hospital.

A Beverly Hospital spokesman said this week the hospital is working on plans for an innovative "home birth" program which would be under the direction of midwives rather than obstetricians.

Hunt Hospital Administrator Richard R. Sherman said this week he welcomed the midwifery program as "another alternative" for women in the area. He said he did not believe it would give Beverly's maternity program an advantage over Hunt.

But, the announcement of the new program comes at a time when area health planners have been urging the consolidation of the two hospitals' maternity/pediatrics programs and while Hunt has been without an obstetrics supervisor for two months.

Sherman said he has had difficulty attracting a candidate for the obstetrics supervisor post since the resignation of Susan Volkmann in September. The administrator directly attributed the problem to a fear that the Danvers maternity unit might be closed through merger with Beverly's program.

The North Shore Health Planning Council (NSHPC) for several years has been pressuring the two hospitals to join their obstetrics/pediatrics services. So far, the federally-funded health systems agency has waited for the hospitals to work out their own plan.

Albert Smith, manager of project review for NSHPC, declined to say whether he thought the latest Beverly proposal would tilt the decision in that hospital's favor. He stated that the NSHPC has not yet recommended which hospital should continue to offer the services although it has been emphatic in its stand that the two programs should be joined.

The "Alternative Birthing Center" would be the first of its kind in the state if approved by the Department of Public Health, according to Grace Sawyer, coordinator of community relations for the hospital.

Patterned after a Reading, Pa. facility, the center would be housed in a cottage on hospital grounds. Certified nurse midwives, would assist mothers in delivery

Continued on Page 8

keep their obstetrics/pediatrics programs.

That suggestion is one of several options proposed by an Acute Care Task Force of the NSHPC. The task force last spring reviewed the maternity, pediatrics and medical/surgical programs of 15 hospitals on the North Shore.

The NSHPC was scheduled to announce its own health systems plan, an over all planning document, for the hospitals in Health Service Area VI in September. The document would have included a decision on the Beverly-Hunt issue if the two hospitals had not decided the fate of their maternity/pediatrics programs on their own.

But, at the urging of area hospital administrators, the NSHPC is considering allowing the hospitals to reveiw the options and make their own recommendations. If the North Shore Hospital Council, the association of hospital administrators, receives a green light from the NSHPC by early January, the administrators could finish their study of the North Shore maternity, pediatrics and medical surgical programs by summer, according to Sherman.

The NSHPC would oversee the progress of the study and set a deadline for its completion.

Just how much clout the hospital administrators' recommendations will

and Addison Gilbert in Gloucester — to maintain their maternity units; consolidate Hunt and Beverly and allow Addison Gilbert to continue on a smaller scale; consolidate all three maternity units.

In the area of pediatrics, the task force suggested two basic alternatives: consolidate all pediatrics services in areas 18 and 19, from Gloucester to Lynn, at North Shore Children's Hospital in Salem; or maintain a number of small pediatrics throughout the area.

The first alternative could be modified by allowing some minor pediatrics services at several hospitals while funneling the serious cases to North Shore Children's Hospital. The second alternative would also mean a reduction in the number of beds at several hospitals, including Addison Gilbert, Beverly, Hunt, North Shore Children's and Lynn and the possible consolidation of the latter two hospitals' pediatrics.

Task force members also suggested that the Beverly-Hunt issue could possibly be resolved by one of the hospitals retaining its maternity unit while the other retained the pediatrics services.

In the area of medical/surgical services, the NSHPC has recommended a reduction of 42-49 beds in the Gloucester-Beverly Danvers area. While recommending

manager meets with hospital officials on cable complex

IPSWICH TODAY 11.23.79

Town Manager George E. Howe said yesterday that he met this week with officials from the Cable and Beverly Hospitals to discuss the utilization of the building of the local institution.

Since the closing of Cable's beds on Sept. 30, Beverly Hospital has been in charge of operating the emergency room at Cable and has charge of the operation of the Medical Center although all real estate is still owned by the Ipswich hospital.

In addition to Fred Carter, president of Cable, and other hospital officials, the town manager said he had arranged for Eugene Bunnell of the Department of Community Affairs to attend the meeting and tour the Cable facilities. "Bunnell is involed in appraising the feasibility of renovating or recycyling of buildings," Town Manager Howe explained. "He came up and looked the building over and we chatted for a couple of hours and went through the whole hospital complex," Howe said. "After that he met with the Building Needs Committee. I schedule this for a day on which the Building Needs Committee was meeting so he could convey his opinions on this to them."

"The situation is that we are renovating the Town Hall," the town manager observed. "Pechilis wants to have a brand new Town Hall. Then here comes another option: 'Why aren't you looking at Cable?' I am exploring alternatives; I have not made up my mind.

"Beverly Hospital said they are very favorable as far as negotiations are concerned and so are the Cable people. There has been mention of selling the hospital and making it into corporate headquarters for private business or something like that. They are very, very flexible. The Cable Hospital Corporation is exploring alternatives and working with Beverly Hospital. We discussed the feasibility of utilizing the hospital for a municipal complex."

Doctor to move into new offices

TIMES 11.26.79

Hamilton

HAMILTON — A family practitioner from Nova Scotia will move into the new doctors' offices in the former bowling alley building behind the Hamilton-Wenham Community House around Jan. 1.

Dr. Richard Forsyth will move into the site on Bay Road when building renovations are completed. The building is being leased from the Hamilton-Wenham Community House by Beverly Hospital.

Forsyth earned his medical degree from Dalhousie University in Halifax, Nova Scotia. He did a three-year residency in a family medical program there, and has been in private practice in Calias, Me., for several years, a Beverly Hospital official said.

The hospital plans to build one more office at the bowling alley building sometime next year but a physican has not been chosen to occupy it, said Jack Goode, promotional director of the hospital.

Beverly Hospital signed a 50-year lease with the Community House last summer. Construction of a physician's office began last week. The entire floor space is about 6,000 square feet, but only 4,000 square feet will be used at this time.

Goode said the hospital hopes to renovate the entire 6,000 square feet to lease part of it to a "health related group." There is a possiblilty, he said, that expansion may be done to allow room for the Hamilton-Wenham Visiting Nurses Association, but this is only one idea, he said.

In August, the Hamilton Board of Appeals gave Beverly Hospital approval for the renovations. Conditions on the permit said the site must be limited to two medical suites accommodating no more than two physicians and one nursing and clerical assistant for each doctor.

$30,000 awarded for acute care hospital study

By ROBERT McKEON
News Staff

A $30,000 federal grant related to acute hospital care on the North Shore has been received for study purposes by the North Shore Hospital Council, headquartered in Burlington.

That organization is in close communication with the North Shore Hospital Planning Council, which serves 27 communities, including Salem, Beverly, Danvers, Ipswich and other cities and towns in this immediate area, and Peter Pommersheim, director of planning for the regional council, anticipates that the study will be completed sometime this spring.

The grant, Pommersheim explained to The News, follows approval by his council of the grant application. "We are aware of what they are doing," said Pommersheim, who added that his council has a representative on the steering committee of the North Shore Hospital Council.

Under the federal grant, provided by the federal Department of Health, Education and Welfare, the North Shore Hospital Council will conduct a feasibility study on a regional advanced life support system that would include the 650,000 persons living in this health region, from Rockport to Everett. Tourists and commuters on the region's highways would also be included.

Advanced Life Support is a comprehensive health program that integrates all the elements of emergency medical care, including a sophisticated pre-hospital capability (an arrangement related to coping competently with serious accidents and coronary cases).

A spokesman for the North Shore Hospital Council explains that the program would address the implementation issues surrounding paramedic training for ambulance attendants, as well as direct hospital-to-ambulance communication permitting a physician to advise the care of a patient (by remote control) at the scene of an emergency.

Required by the life support system would be the coordination and cooperation of all emergency medical resources in this region: hospitals, physicians, ambulance services and other forces. All emergency response personnel must be ready and willing to act as a team if the program is to experience success.

To meet the needs of this team approach, the North Shore Hospital Council has formed a regional committee that includes representatives from hospitals, municipal and private ambulance services and other first responder groups.

The newly formed regional committee will utilize its medical expertise to review and evaluate the recommendations of subcommittees on medical control, education and evaluation and communication, and equipment and transportation, with the objective of submitting the data to the North Shore Hospital Council.

If the feasibility study concludes that an advanced life support system is feasible on the North Shore, the North Shore Hospital Council will then apply for training and implementation from the new Bureau of Human Services for July of 1980.

Health plan available

SALEM — Those who are planning to attend the Dec. 5 public hearing on the health plan of the regional North Shore Health Planning Council are notified that copies of the plan are now available for public scrutiny at the Salem and Beverly public libraries.

Copies may also be examined at the council's office, 10 First Ave., Peabody.

The public hearing on this health systems plan, which involves, among other details, the proposed reduction of hospital beds in this region, will start at 7:30 p.m., and will be held in Peabody's Veterans Memorial High School, 485 Lowell St.

Actually, two hearings are involved. In the first hearing the public will have the opportunity to support or criticize the plan, and in the second hearing, slated to start at 9, those attending will have the chance to comment upon the council's application for renewed funding from the federal Department of Health, Education and Welfare.

According to the council, the new health plan has a fresh look. Because of the council's desire to implement its objectives, the plan earmarks for improvements five sectors of the health care system.

These "priority components" are acute care,



Babe Dominick, vice president of Farms-Prides Community Association at the Hastings House represents one of 29 member agencies of the United Fund of the Central North Shore now conducting its annual fund drive. The Hastings House is a community center for persons of all ages from youths to seniors. It thrives on volunteers effort and support from the United Fund.

N9235
11.26.79

IPSWICH CHRONICLE 11/30/79 P8-9

Local psychiatric clinic moves to High street

Although Cable Memorial Hospital is now closed, the psychiatric services previously available at the Medical Center's Outpatient Psychiatric Unit will continue, but under a new name and at a new location on High street.

The Ipswich Clinic, a new corporation, was formed when Cable's license was terminated Sept. 30 and its contract with the Human Resources Institute of Boston, sponsors of the Outpatient Unit, was also terminated. The Ipswich Clinic will continue to provide psychiatric services which otherwise would have been discontinued as of Oct. 1.

Dr. Robert Way, Boxford, will continue as the clinic's director and Dr. Howard E. Stone, Wenham, will take over as medical director upon the resignation of Dr. John Hamilton.

The clinic, which serves about 200 patients per week, will move to the new Ipswich Plaza on High street, hopefully by January 1, says Way.

Way says the Ipswich Clinic is moving its facilities because Beverly Hospital, which now has control of Cable Emergency Service, is doing architectural studies of their buildings to determine their best use. One idea for the psychiatric clinic's conference room is to turn it into an emergency room, he says. Other clinic rooms might become an x-ray room and a waiting room.

The change of status from a hospital-based clinic to a free standing one requires filing for a Determination of Need from the North Shore Health Planning Council. Way says the first step in the filing process, a sequence determined by state law, is to sign the lease. The clinic has already given notice of application of determination of need, and expects to sign the lease this week, according to Way.

The Ipswich Clinic will be leasing about 1500 square feet in the Ipswich Plaza. The clinic will include eight therapy rooms plus waiting rooms.

The clinic staff will remain the same, with the exception of Dr. Stone taking over as medical director. The staff will include psychiatrists, psychologists, and psychiatric nurses.

Diabetes group meets Dec. 6

BEVERLY — There will be a meeting of the North Shore chapter of the American Diabetes Association Thursday, Dec. 6, at 7:30 p.m. in the Beverly Hospital auditorium.

John Root, director of social services at Beverly Hospital, will speak on the emotional and family effects of diabetes.

Hospice will succor dying, and support their families

By ROBERT McKEON
News Staff

BEVERLY — Families of terminally ill persons who wish to pass their last days at home may soon receive help from an organization devoted to that end.

The organization, currently quartered in the chaplain's office of Beverly Hospital, is known as the Hospice of the North Shore, and will be soon functioning in an effort to make its clients' last hours comfortable and rewarding.

Earlier this week, James "Jay" McGovern assumed his duties as executive director of the non-profit organization on a full-time basis, and will be in charge of securing funds from church groups and other sources, including communities where the services are being initiated.

At the same time, Eric Leibowitz, of Brookline, who has served as a board member of Hospice of Massachusetts for two years, has been hired as program coordinator of Hospice of the North Shore. He will be assigned the duty, implementing the volunteer component of the program, under which volunteers drawn from 14 communities in this region provide emotional support and other services to households containing someone who is dying.

Executive Director McGovern explained to The News that volunteers qualified to associate directly with the families would be trained in a 20-hour program

He added that the hospice, would be relocated to other, more permanent, quarters in the weeks ahead.

The regular staff of the hospice will consist of McGovern, Leibowitz and a part-time secretary.

In addition to the volunteers who will assist the terminally ailing victims and their families, there will be volunteers to assist the cause by clerical work, telephoning, writing of letters, and so forth.

Hospices for the ailing and indigent have prevailed in England for many years. The Latin derivation of the term relates to English words such as "hospitality," "guest" and "shelter."

Could Cable house be next Town Hall?

town offices?

IPSWICH CHRONICLE 12.6.79

An offhand suggestion to use historic building for municipal the now almost empty Cable use are:

Memorial Hospital building as • the building meets all a new home for town offices state health codes, with the has gained more depth and single exception of a front possible appeal based on a ramp for the handicapped.

preliminary study by the • the auxiliary power plant. Municipal Building Needs • a complete fire alarm and Committee (MBNC). sprinkler system (which will

The committee has invited also greatly reduce fire in- the Board of Selectmen to take surance costs).

a tour of the Cable facility and • a heating plant in good then meet for a presentation in condition, with the capability the adjacent Medical Building of being converted to gas in- at 7:30 p.m. next Tuesday. stead of oil heat, a switch that could save an estimated 30

Among the advantages cited percent in heating costs.

in the MBNC memo to the

board about converting the Continued on Page 12

are the MBNC recommends sell- showing possible locations of irt- ing the Town Hall, Annex, town offices in the Cable ex- Payne School Building and structure.

ice Shatswell school (both of Committee member Edwin a which now house ad- Emerson said the group is wn ministrative offices for the hoping for some indication school department). from selectmen about the

to The committee has worth of the proposed conver- on, prepared plans and an overlay sion idea before going any fur- ther with their study.

Other committee members include Chairman John Harrigan, James Tedford, and Walter Crossman.

TIMES 12.7.79

ipswich

Cable considered for town offices

IPSWICH — The building which used to house the now-defunct Cable Hospital would be nearly ideal as a municipal building, according to a report from the Municipal Building Needs Committee.

The committee has invited selectmen to meet Tuesday evening at 7:30 in the Cable medical center conference room for a tour of the facility and discussion of possible use of the building to replace the current town hall and several other town buildings.

According to the needs panel's proposed plan, the ground level of the hospital building would remain in use as an emergency center, run by Beverly Hospital which took over the service when the local hospital closed its doors Oct. 1.

Town offices would be located on the first and second floors of the hospital building, with 4,000 square feet allocated to the school system's use.

The building also contains ample space for records storage in the basement, which would solve a long-standing municipal problem.

In his report to selectmen, MBNC chairman John Harrigan calls the advantages of using the facility for town offices "very attractive." Among benefits of the plan, Harrigan lists the fact that the building meets all health and safety codes with the exception of a ramp at the entrance for access by handicapped people.

The building has an auxiliary power plant in case of electrical outages, and is completely equipped with sprinkler and alarm systems. The heating plant is in good condition and could be converted to burn natural gas at an estimated 30 percent cost saving, Harrigan pointed out.

Two elevators make the second floor accessible to the handicapped, there is "more than adequate" space for parking and surrounding land provides space for any possible future expansion, Harrigan said.

Representatives of Beverly Hospital will be at the meeting Tuesday to assist in the presentation, according to hospital spokesman Jack Good, mainly because Cable no longer has a professional staff to answer questions.

Costs of acquiring and remodeling the building have yet to be determined, according to sources on the building needs committee, but some are of the opinion Cable trustees would sell the building to the town in return for enough cash to settle the hospital corporation's outstanding debt.

Good could not supply debt figures for the defunct facility, but said the corporation owes less than $250,000 as a result of efforts at collecting bills owed the hospital and selling off equipment. The debt figure is being reduced daily, Good noted.

IPSWICH CHRONICLE

Local midwife hopes for

If Joan Richards has her way, "Dottie Doud's Dream" will come true.

And local women who have always wanted to give birth to their children in a home-like atmosphere without sacrificing the option of immediate hospital care if it's needed, will benefit.

Richards, an East street resident, is a certified nurse-midwife (CNM). She and Doud, who is head obstetrical nurse at Beverly Hospital, plus several doctors, nurses and other CNM's are hoping to open the Beverly Birth Center sometime next year.

If approved and licensed by the state Department of Public Health, (DPH), the center will give women who want it the closest thing to a home-birth alternative in the state.

Located on Beverly Hospital property, the center would be staffed by CNM's with physicians available for referrals and consultation.

Richards, who is affiliated with Dr. Leo Sorger of Malden would help to staff the center. She describes it as an "innovative alternative" to the traditional hospital setting or the home birth.

Midwives in Massachusetts can deliver babies legally only in a licensed facility although women who want a midwife to help with an "illegal" home birth can generally find one.

The proposed birth center would be the only place in the state which would be licensed and also have the home atmosphere. And Beverly Hospital would be the first in the state to employ midwives.

She's enthused

Richards is obviously enthusiastic about the proposed center. She says she is "grateful" to be involved with the program, and she's committed to it and to the kind of unique care she believes midwives provide.

But Richards' commitments extend beyond her midwifery practice with Dr. Sorger and what she hopes to start with the Beverly Birth Center. She is concerned with many of the medical and social issues facing women today. She is a member of the Board of Directors of Help for Abused Women and Children (HAWC). She is also working on a North Shore Health Planning Council task force entitled "Planning for Maternal and Child Health Care for the North Shore."

To those to whom the term "midwife" has a medieval ring, Richards says CNM's are well trained. To become a nurse-midwife, one must first become a registered nurse and then take a course of midwifery study, offered in such schools as Columbia and Johns Hopkins Universities. One must also pass a national exam given by the American College of Nurse-Midwives. Only after passing the exam may a candidate be certified as a nurse midwife.

It's a philosophy

Asked why a woman would prefer to have her child delivered by a midwife in a birth center rather than in the more traditional hospital surroundings, Richards says it is "a philosophy."



THIS WON'T HURT A B
Richards as she ta
Preston's bloodpressure

There would be a kitchen avai
a playyard for children.

"The only requirement wo
have to be accompanied by a
mother," she says. But, she a
on "family-centered bonding."

Also, Richards says, the ce
ing for all natural childbirth

BEV. TIMES 12.12.79

Ipswich selectmen ponder offices a

By JO BOWER
Times Staff Writer

IPSWICH — They poked and prodded into fmrmer operating rooms, recovery areas and emergency stations. And when they were through Selectmen accepted favorably a plan to convert Cable Hospital to a municipal office buiding.

Members of the Municipal Building Needs Committee gave Selectmen, town manager George Howe and others a tour and showed floor space at Cable which they said would be enough to house all town offices, school department offices and the police station.

Chairman John Harrigan herded the 15 town officials and representatives of Beverly Hospital through the corriders, pointing out various hall-

be considered before the April town meeting.

Although Carter gave no figures, he promised it would "be a bargain" and that the Cable trustees were not interested in making a profit, only in meeting their debts.

According to a tentative plan, the ground floor would continue to house the emergency room services.

The first floor would contain the police station in the old section of the building, with the chief's office and a conference room directly upstairs. Offices for the assessor, town clerk, treasurer-collector, ac-

town offices and boards would be housed, along with several conference rooms. The School Department would be given 4,000 square feet of space in the east wing of the second floor.

Cable Hospital closed its doors as in in-patient facility on Oct. 1, due to a declining census and deepening financial woes.

At that time, Beverly Hospital assumed a 24-hour emergency room service still in operation.

Roger Blanchette, financial manager for Beverly Hospital, said his institution was in favor of the proposed plan.

"We see many advantages to

agreed with Beverly Hospital to try to find a buyer by April 1. Currently Beverly Hospital is paying for maintenance and upkeep of the entire building and the adjacent medical office building.

"The big thing I'm interested in is whether I should be out shopping somewhere else (for a buyer)," Carter said.

Blanchette said if the town decides to buy the building, Beverly Hospihal would prefer to continue the emergency services on the ground floor and pay all maintenance and utility costs for its part of the building, in exchange for free rent. Asked by Pechilis what sort of lease agreement the hospital would

to the citizens of Ipswich. "We're here to stay," he said.

According to the building committee's figures, the town would save at least $1,500 on heating costs at Cable as opposed to heating the Payne School Building, Town Hall and Annex and the portion of the Memorial Building containing town offices. Two of the immediately evident costs for maintenance and renovations at Cable would be $30,000 for exterior brick work, gutter and roof repairs and $50,000 to $60,000 for a 27 foot ramp to provide access for the handicapped, according to Harrigan.

Another meeting was tentatively set for Jan. 10 with Select-

ipswich

Would include school department

Cable looked ove

By MICKEY WILLIAMSON
News Staff

IPSWICH Selectmen and members of the Municipal Building Needs Committee met at Cable Hospital Tuesday to consider turning that structure into an office building housing all town departments including the school system's administrative offices.

John Harrigan, MBNC chairman, led the five A selectmen and town manager George Howe on a tour of the now-defunct hospital, pointing out committee's ideas for the locating the police station and municipal offices.

No concrete figures were advanced to indicate costs of acquiring the building or putting it into condition for town use. Fred Carter, chairman of the Cable trustee s, said the trustees are "not particularly interested in trying to make money on the sale of (the) building." He suggested the town might acquire the stately structure in return for paying off the hospital's debt, a figure which is constantly being reduced as the hospital collects money owed to it and sells its assets to other institutions.

Also on hand were representatives of Beverly Hospital, which has leased the building and runs the emergency room there. Roger Blanchette, Beverly Hospital's fiscal officer, offered his institution's financial and engineering aid in developing plans to prepare the Cable building.

David McKinney, chief engineer at Beverly Hospital, said the building is structurally sound but noted about $50,000 worth of repairs are needed on the outside alone.

Blanchette said his hospital is enthusiastic over the possibility of this town taking over use of the Cable building, and noted the Beverly trustees are hoping for a rent-free agreement with the town for use of the

Hospital offers proposal

Ipswich emergency unit favored

BEVERLY — The North Shore Health Planning Council has given its tentative approval to Beverly Hospital's plans for the operation of an emergency room facility at the former Cable Hospital in Ipswich.

The hospital's application for a determination-of-need has been approved by the regional health agency's plan review committee, and is almost certain now to be approved by the NSHPC board of trustees when it meets Dec. 17.

According to Albert Smith of the NSHPC staff, the only conditions imposed on Beverly Hospital were that it supply a complete set of figures on the facility's usage after six months of operation, and that it negotiate with the local ambulance service to prevent "double billing" of patients who must be transferred from the emergency room to a hospital.

John L. Good III, director of community relations for Beverly Hospital, said there has been a definite increase in the usage of the emergency facilities since the hospital took over Oct. 1.

He added that hospital officials have been "talking" with representatives of the Peter Poor Ambulance Service about transportation for patients although no definite agreement has been reached as yet. In the meantime, Good said, the ambulance attendants are being housed at the hospital fac[illegible] way for the construction emergency vehicles on the pr

In addition to emergency se[rvice] the hospital is maintaini[ng a] laboratory in the Cable buil[ding] clinic operating out of the fa[cility]

establish, in conjunction with private physicians, other such clinics in areas such as neurology, arthritis care, and obstetrics after the first of the year.

The hospital presently occupies about a third of the Cable building, Good said, and town officials are considering the use of the remainder of the space for municipal offices.

IPSWICH CHRONICLE
12/12/79

Selectmen mull 'Cable Town Hall'

A receptive Board of Selectmen, meeting with the Municipal Building Needs Committee (MBNC) Tuesday night directed the group to continue its investigation on converting the now nearly empty Cable Memorial Hospital into a town hall.

MBNC Chairman John Harrigan guided the board and town manager George Howe on a tour of the Hospital (which closed down October 1 except for the emergency room now run by Beverly Hospital) pointing out the committee's ideas for installing nearly all town offices, the police department and the schools system's administrative offices in the facility.

There were no specific figures presented at Tuesday's meeting on how much it would cost the town to buy the building from the Cable Trustees or how much it would cost to renovate and run it.

Cable Trustees Chai[rman]

his committee, suggested locating the town offices which get heavy citizen traffic on the first floor and putting a large conference room or court room at the east end. The police department would occupy part of two floors at the west end of the hospital while various town committees and boards along with the Building and Health departments, Recreation, and town engineer would take up part of the rest of the second floor.

Four thousand square feet have been set aside for the school department at the east end of the second floor.

The MBNC recommended selling the present town hall and annex as well as the two school administration buildings, Payne and Shatswell.

Most of those present seemed to agree the sale of those buildings would be crucial to

Continued on Page 27

Executive director now on the job

Hospice program looks for early spring start-up

By KAREN LANGLAIS

Example: a young mother with three small children is dying of cancer. Her elderly parents live in Ohio, and her husband is disabled by his own grief. Her physician becomes her sustaining force, expected to single-handedly carry the tremendous burden of helping her prepare for death.

What can Hospice do?

According to Jay McGovern of Marblehead, who commenced his duties as executive director for Hospice of the North Shore, Inc., only last week, the program will be able to do a lot for this young woman — and for her family.

A team of professionals will mobilize to assess the needs of the whole family. The patient's physician will encourage her to stay at home, confident that pain relief and adequate medical care is correctly administered.

Child care and housekeeping services will be made available. Volunteers will visit the woman to water her plants, write a letter or provide whatever personal help they can, even if it's just to listen.

Bereavement counseling will be offered to the whole family, enabling them to provide strength to the terminal family member.

Sounds great — and families in need of such services have been seeking out the Hospice since the word began to spread.

But Hospice to date is still just a passel of good intentions. It is expected to become a real, functioning support program in March.

"We've had several potential referrals already," reports McGovern. "It's been a mixed blessing. While we're not quite ready to serve yet, we're reassured that the need is there."

In trying to explain what Hospice will be, Director McGovern begins with what it is not: yet another health care agency seemingly designed to duplicate medical services, generate paperwork and inflate insurance premiums.

Hospice is designed to coordinate existing services with an eye to providing what amounts to holistic care for the terminally ill and their families. The program will offer to the public a team of professionals who can minister to all the needs of a dying person — medical, emotional, social, and spiritual.

And Jay McGovern predicts these services will be paid for through the regular third party insurance system.



JAY McGOVERN of Marblehead assumed his duties as executive director of Hospice of the North Shore, Inc., last week. The program, which will provide services to the terminally ill and their families, is expected to begin operation in March. (Photo by Karen Langlais)

ject arranged by the National Hospice Association and Blue Cross-Blue Shield, GE workers are eligible for services such as professional bereavement counseling and respite care coordinated by a Hospice program.

Differs from traditional

Worker acceptance of the Hospice philosophy appears

"Most hospitals try to make people feel as comfortable as possible, but by the nature of their definition as institutions, there are certain limits to the care hospitals are able to give the dying patient."

McGovern says hospital care also does not extend to the loved ones affected by the patient's terminal illness.

He explains, "Hospice differs from traditional medical care in that the whole family is the recipient of care. Instead of treating only the patient, Hospice ministers to the immediate family, extended family and sometimes even close friends."

He adds, "We are talking about a home-care program. But an essential part of that will be an affiliation with in-patient facilities. Although it will never be our goal to build a separate facility of our own, our patients will need in-patient hospital care at various points."

Make people aware

Hospice will do more than coordinate the delivery of services.

McGovern says special emphasis is being placed on educating the public, and broadening the base of people involved in caring for the terminally ill and their families.

"We need to make people aware of the nature of death and dying," he explains. "The fact that as Americans we deny or downplay this natural process is part of the problem. Add to that the tremendous mobility of modern families and what clearly results is the sense of isolation with which people today must deal with death."

Hospice seeks to provide professional and lay people with up-to-date information through seminars and speakers. Local educational institutions are involved, too, and North Shore Community College already has teamed with Hospice to offer a lecture series on death and dying.

Another area of interest for Hospice of the North Shore is volunteer training.

Eric Leibowitz soon will begin work as program coordinator for volunteers, joining McGovern and secretary Linda Jillson as full-time Hospice staff members.

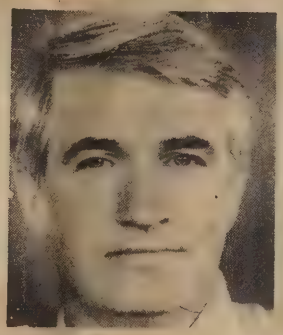
As McGovern points out, the Hospice program will rely heavily on volunteer help. He outlines two categories of volunteer opportunities:

"We will be training family support volunteers. "These are the people who will work directly with the families, and they will receive 20 hours of orientation.

"But Hospice has a wide range of needs that can include

Opinion

Perspective



By Dan Murphy

Thoughts while jogging on Sunnyvale...

You can take all that stuff about the CAT scanner, heart transplants, and the cure of beri beri, polio and handovers.

Modern medicine hasn't progressed very much, no sirree.

Hospitals still deck out their patients in a drafty, ill fitting, undignified, uncomfortable rag bag known cordially as a "Johnny".

Why "Johnny"? Why not "Suzie" or "Ralph" in this equal age?

What's wrong with this thing?

In the first place, the darn gown ties in the back. You've got to be an upside down contortionist to tie it on the first try... or without help. Second, you wind up sleeping on the knots, not the most comfortable thing in the world.

Third, in emergencies the patient must be rolled over the untied before aid can be administered.

But more than anything, it is man's nature to be better prepare to guard his modesty from the front than from the back. If the big editor in the sky had wanted people to cope with drafts from the rear he would have equipped us with multi-directional arms.

Patients everywhere, rise up, speak up and revolt.

What the world needs is a dignified gown with perhaps snaps so patients can control their own destinies.

That lousy, crummy, undignified "Johnny" has got to go.

****

The latest styles

(The following refers to a comment Dan Murphy, Times editor, concerning the possible pitfalls of wearing a hospital "Johnny")

To the Editor:

We felt you should be aware that careful selection of a hospital can provide greater decision-making capabilities on the part of the patient than those concerning health care alone.

Choices may often be available for the various amenities that make hospitalization less threatening and allow the patient more control over specific situations.

For example, at Beverly Hospital, we offer a full range of wearing apparel, with styles, colors and sizes to meet every individual's needs. We have enclosed for your consideration our "Daisy" model in basic yellow — particularly appropriate for Thursdays! Many others are also available to coordinate with room color, eyes or bedpan.

Still others offer a cheerful Southern exposure. We're sure we have one that is just perfect for you!

Just request our 3,925 page full-color catalog — or ask for your own private fashion show! We'll make any necessary arrangements, including models, refreshments and appendectomies at special reduced rates.

Please feel free to call us anytime.

Yours for a more dignified hospital stay,

Grayce Sawyer
John Good
Community Relations
Beverly Hospital

(Touche–editor)

12/12/79

U others
are.
t is
please →)

cable toured by town officials



John Harrigan, chairman of the Municipal Building and members of his committee during meeting at Cable Needs Committee, addresses selectmen, town manager Hospital on Tuesday evening.

An imaginative alternative use for Cable Memorial Hospital was proposed at a meeting on Tuesday in the Medical Center called by the Municipal Building Needs Committee for a discussion and tour of the facility with the town manager, selectmen, Acting Administrator and President Fred Carter and Roger Blanchette and David McKinney from Beverly Hospital.

The Building Needs Committee, chaired by John Harrigan of Upper River Road, suggests that the town acquire the hospital, leaving the ground level floor for the Emergency Room operated by the Beverly Hospital.

The first and second floors would be utilized for town offices, including those now located in the Town Hall and Annex, Memorial Building and Payne School. Storage space would be available in the basement for town records.

The Building Needs Committee allocated 4000 square feet for the school superintendent's staff and the School Committee.

The Committee says the advantages of using Cable for consolidation of the town offices "are very attractive." These include: the building meets all codes pertaining to a health unit which are more stringent than necessary (the one exception being the need for a ramp at the front entrance to comply with the handicapped accessability law); there is an auxiliary power plant in case of emergencies; the building is completely sprinklered and alarmed; the heating plant is in good condition and lends itself to gas conversion (the Committee estimates a cost savings of approximately 30 percent by centralizing all of the offices); there are two elevators which make the second floors available to the handicapped; the parking facilities are more than adequate; there is enough land surrounding the building for any foreseeable expansion.

If its proposal is accepted, the Committee recommends that the town sell the Town Hall, Annex, Payne School and Shatswell School and that the monies received be used to pay for renovations that will be required at Cable.

During the tour Acting Administrator Carter commented that the Cable trustees are not particularly "interested in trying to make money on the sale of the building." He mentioned that the town might obtain the hospital in return for paying off the Cable debt.

McKinney, chief engineer at Beverly Hospital, said the building was sound and estimated that around $50,000 in repairs are needed on the exterior.

Blanchette, Beverly Hospital's fiscal officer, said the trustees at his institution are hoping for a rent-free agreement with the town if it acquires the hospital.

Selectman Chairman John Pechilis asked Harrigan to have his committee to bring in costs for the hospital and an estimate of the value of the buildings which would be sold by the town.

Other committee members are James Tedford, Fire Chief Edwin Emerson, Theodore Lucas and Walter Crossman.

CHIMNEY SWEEP
MARTY STEIGER
The Cape Ann Chimney Sweep
281-2434
Reasonable Rates
Free Estimates!
EXPERT WOOD STOVE INSTALLATION

26. december 14, 1979. ipswich today

New hospice program begins hiring staff

BEVERLY-Hospice of the North Shore Inc., a newly formed program to provide support services to the terminally ill and their families, recently announced the hiring of two professional staff people. The President of the Hospice Board of Directors, Paul Lanzikos, announced that an executive director and a program coordinator for volunteer services have been hired.

Service is expected to begin in the spring of 1980.

The executive director is Jay McGovern of Marblehead. He has served as associate director for Cath- private counseling practice in Boston. Leibowitz has also had experience in training volunteers.

"The Program Coordinator will develop and implement a Volunteer Training Program. Direct assistance to dying people and their families will be provided by volunteers," said Lanzikos.

"The hospice concept is relatively new in the United States. We can trace its origins, however, back to medieval times, when 'hospice' meant a place of shelter for travelers on a difficult journey. Currently, it means a philosophy and progra

Health planners urge cut

12.17.79

Report questions need

By LINDA CORMAN
Times Staff Writer

BEVERLY — Nearly 60 nursing home beds in the Beverly area should be eliminated but home care services to enable the elderly to stay in the community should be developed in the next five years, the region's health planning agency has decided.

The North Shore Health Planning Council, in a recent report, also recommends:

• Pediatric and maternity services at Beverly Hospital may be superfluous and perhaps should be consolidated elsewhere on the North Shore.

• At least 100 excess acute care beds in 14 North Shore hospitals continue unnecessarily to inflate the cost of health care in the region and should be dropped.

The council, the region's federally designated health systems agency, held a public hearing on the plan on Dec. 5 in Peabody in preparation for submitting the document to the U.S. Department of Health and Human Services on Jan. 1.

With an approved plan, the council will attempt to steer the course of health care, using its powers of review over all major health expansions or changes in service.

Since 1977, when the council adopted a first version of the plan, the major recommendations have not changed significantly according to Peter Pommersheim, director of planning for the council.

But, the plan has been continually revised as new data have been collected, he said.

In the last two years 320 of the North Shore's 3119 acute care beds have been cut. With a target of eliminating 450 beds by 1983, the council has already designated 100 additional beds scheduled to be phased out this year and will identify another 100 for elimination in the course of this year.

Since the first plan, Beverly Hospital has eliminated 14 acute care beds and is scheduled to eliminate another 28 beds in the course of a major reconstruction to be completed by the spring of 1982.

Once data have been collected on the impact of the already prescribed area-wide bed cuts, the council may consider amputating 200 more beds by 1985, Pommersheim said. According to the plan, additional bed cuts may be necessary because population projections have shrunk since planning began two years ago.

The plan also recommends that hospitals be grouped within sub-areas of the North Shore and that most hospitals only provide routine services and depend on a limited number to provide more specialized services. Specialized services include CAT scanning, renal dialysis, major neurosurgery, supervoltage radiation treatment therapy, and coronary cineangiography.

Certain services- open heart surgery, burn units, organ transplants, and neonatal intensive care- are not to be provided on the North Shore but to be left to Boston hospitals to provide.

The plan does not specify which hospitals should provide the specialized services.

The council groups Beverly Hospital in a "sub-area 18" with Hunt Hospital and Addison Gilbert Hospital in Gloucester.

Since none of these hospitals has close to 1000 births each year, the plan recommends that maternity services of the three be combined at one of them or that Addison Gilbert retain its maternity unit but that Hunt and Beverly Hospitals consolidate theirs.

The North Shore Hospital Council, an organization of hospital administrators, has been directed by the planning council to recommend a plan for consolidation of maternity services by June, 1980, Pommersheim said. A plan for consolidation should be adopted a year from now, he said.

In response to a predicted excess of pediatric services in area 18, the council la number of solutions, also to be studied by the hospital council within the next six months and acted upon within a year.

Those alternatives include:

• Consolidation of all pediatric services of Area 18 hospitals as well as of Lynn Hospital, at North Shore



They care...

John Root is director and member of the executive committee of the Mental Health Association of the North Shore, one of 29 member agencies of the United Fund of the Central North Shore. The fund is conducting its annual campaign. The association operates a residential program for eight men at the Beverly Regional YMCA, a social rehabilitation program, also based in Beverly; mental health education and prevention, referral assistance and many other services. Give to the United Fund.

THE
BOARD
AND ADMINISTRATION
OF THE BEVERLY
HOSPITAL EXTEND THEIR
GRATITUDE TO ALL
EMPLOYEES AND VOLUNTEERS
FOR YOUR EFFORTS
THROUGHOUT THE YEAR
AND THEIR BEST WISHES
FOR A HAPPY HOLIDAY
SEASON.

Community Relations, Beverly Hospital
Herrick St., Beverly, MA. 01915